

VOGUE



VOGUE IS
PUBLISHED
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HOT WEATHER FASHIONS

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STEICHEN



(ABOVE) Several good summer styles in Cannon towels, selling at about 39c, 59c, 79c in bath sizes. These and other designs come in matched sets in all the Cannon colors, as swatched. . . . And don't slight white!

Cannon
TOWEL TALKS NO. 5



HOW TO MAKE SUMMER PLACES CIVIL . . .

ONE MOMENT, please, before you trek off to hot-weather headquarters. We know, all too well, how many things clamor to be taken along and how many fascinating buys you'd like to make.

But *one thing* no well-trained hostess can dare to neglect, if she cares about come-agains—and that thing is an extra boatload of towels. . . . Gay, bright towels. . . . Fresh, new towels. . . . Towels styled to this season. . . . Towels in all necessary sizes, midget to giant—not forgetting a few dozen special wash cloths and some soft, deep bath mats.

Why do these things loom so large? . . . Well, because heat and humidity and a playtime schedule will at least

double a person's wet-dry exercises. If you take children and husbands, even better than that. And think of those dusty, bath-hungry week-enders—they'll expect, nay demand, frequent water cures and competent driers-off.

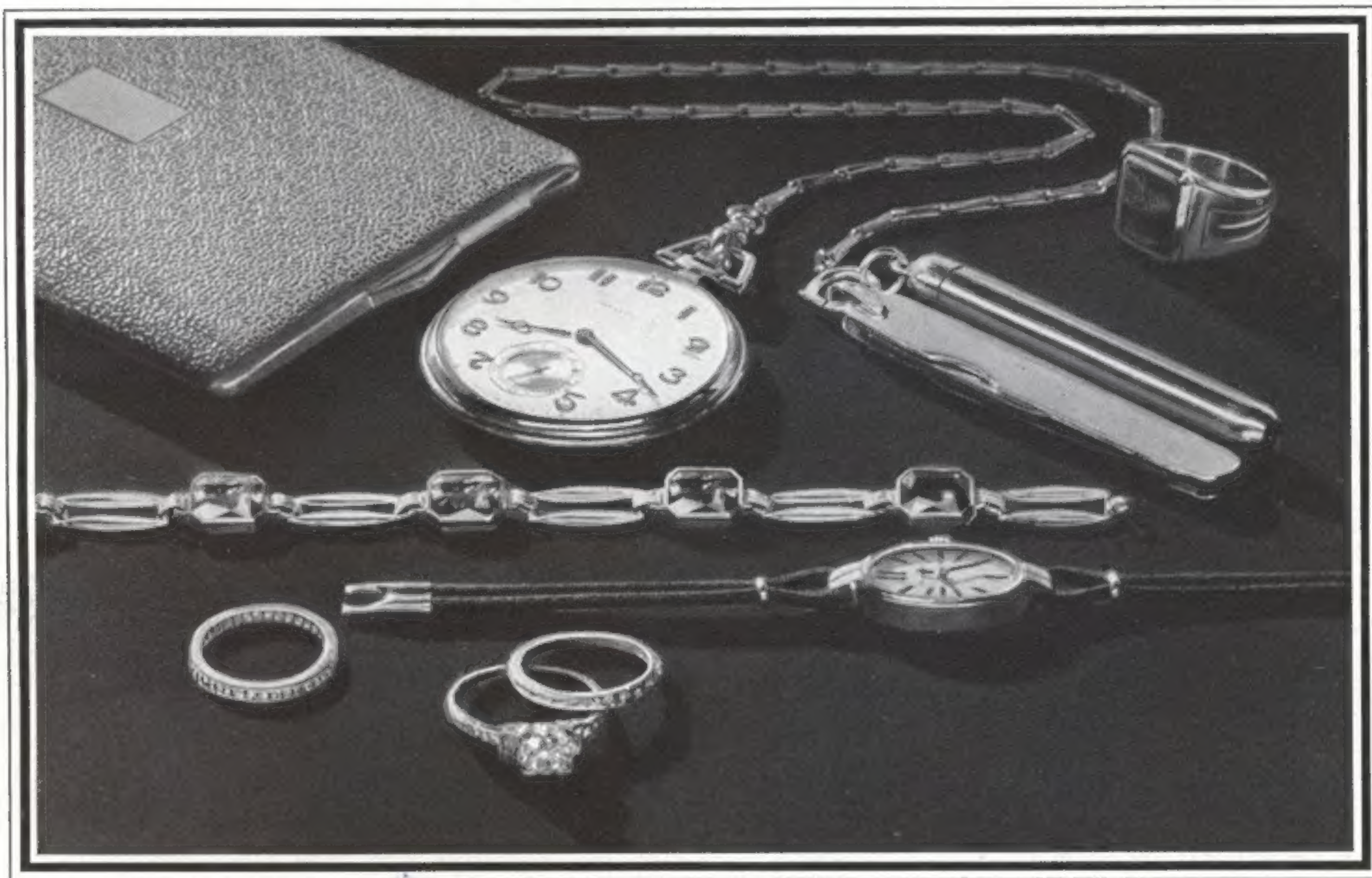
Then there's the decorative side. Your home out there may not take to the styles and colors and qualities that were quite, quite perfect in town. And you can match its scheme, easily, with new Cannon towels that are right from all view-points, including price. Have just what it needs to be happy—for a dollar a pair or thereabouts.

Next time, we plan to discuss early fall Fashion features. Till then, happy holidays! . . . Cannon Mills, Inc., 70 Worth Street, New York City.

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FIFTH AVENUE & 37TH STREET, NEW YORK

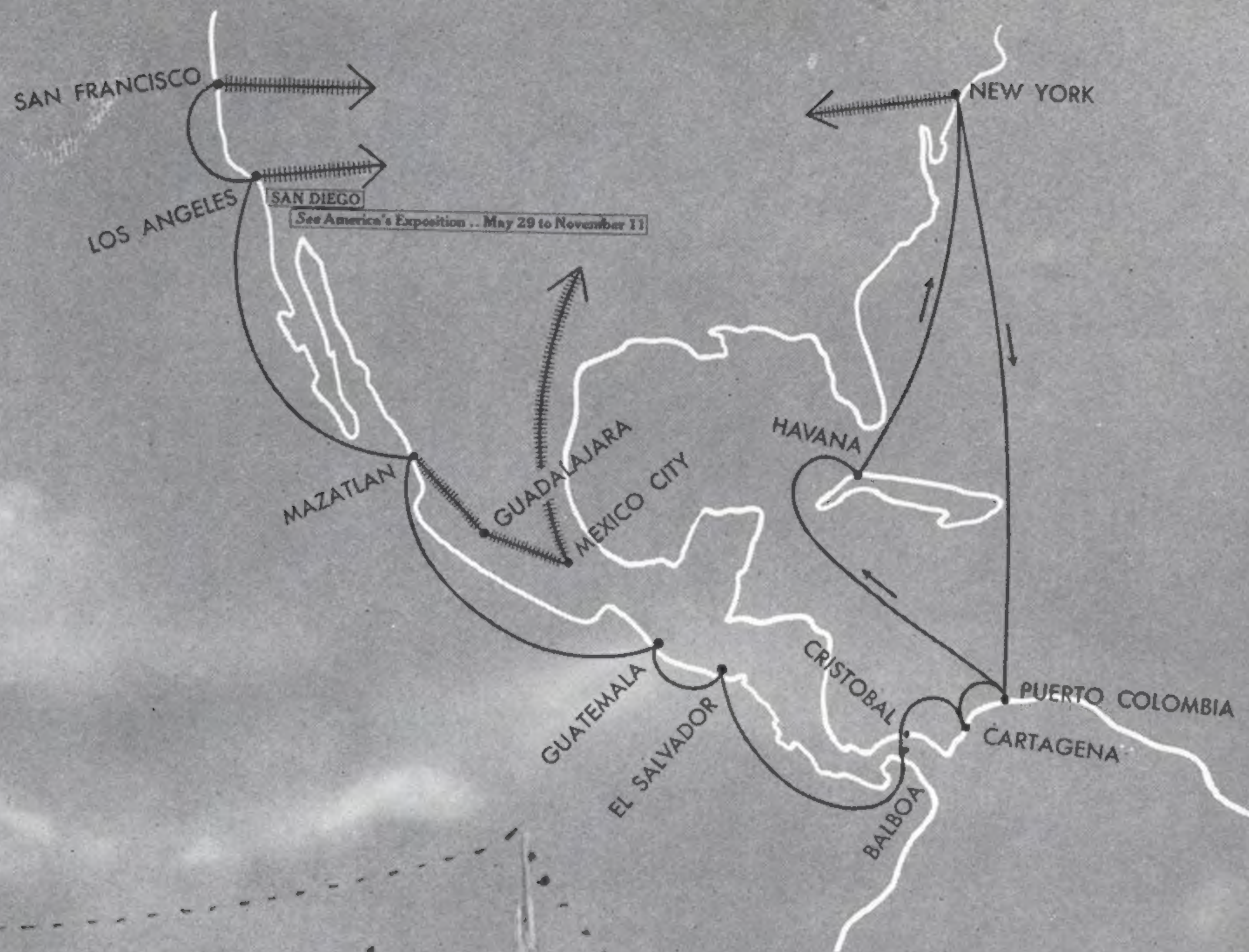


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The etched Sterling Silver Cigarette Case shown above is priced at \$43 and the Man's 18-kt. Gold and Sardonyx Seal Ring at \$66. The 14-kt. Gold articles illustrated include a Pocket-Watch priced at \$100, Chain at \$39, Knife at \$18, Pencil at \$26, Woman's Wrist Watch at \$60 and Tourmaline Bracelet at \$85. The price of the engraved Platinum Wedding Ring is \$22. The Guard Ring priced at \$120 and the Solitaire Ring at \$630 are Platinum, set with Diamonds of Fine Quality

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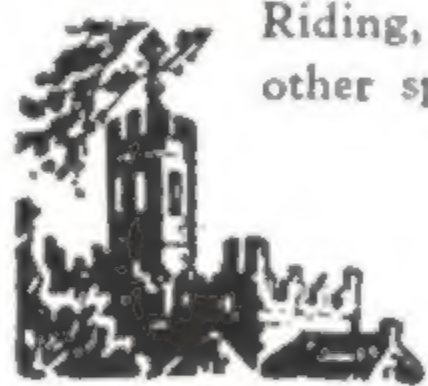
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The School News of Vogue acts as a clearing house for this valuable information. As much of it as space will allow is passed on to you through these columns. Complete records are kept on file in our office and are at your service.

If you need information or advice in choosing a school, please do not hesitate to get in touch with us. A personal visit, a telephone call, or a letter will have careful attention. Address: Miss Marian Courtney, Vogue's School Bureau, Room 1928, Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

Artist and Writer

The Traphagen School of Fashion, in New York City, in addition to turning out designers and fashion artists, is now starting a course to teach those same artists the trick of fashion copy-writing. Like most commercial writing, fashion copy has a lingo, a pace all its own, and one that takes time to learn.

With a well-known style reporter teaching this course, it sounds very feasible to train the students, who will be the artists of to-morrow's ads, to be the writers also. The director at Traphagen believes that versatility is only one virtue of this course.

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NEWS...

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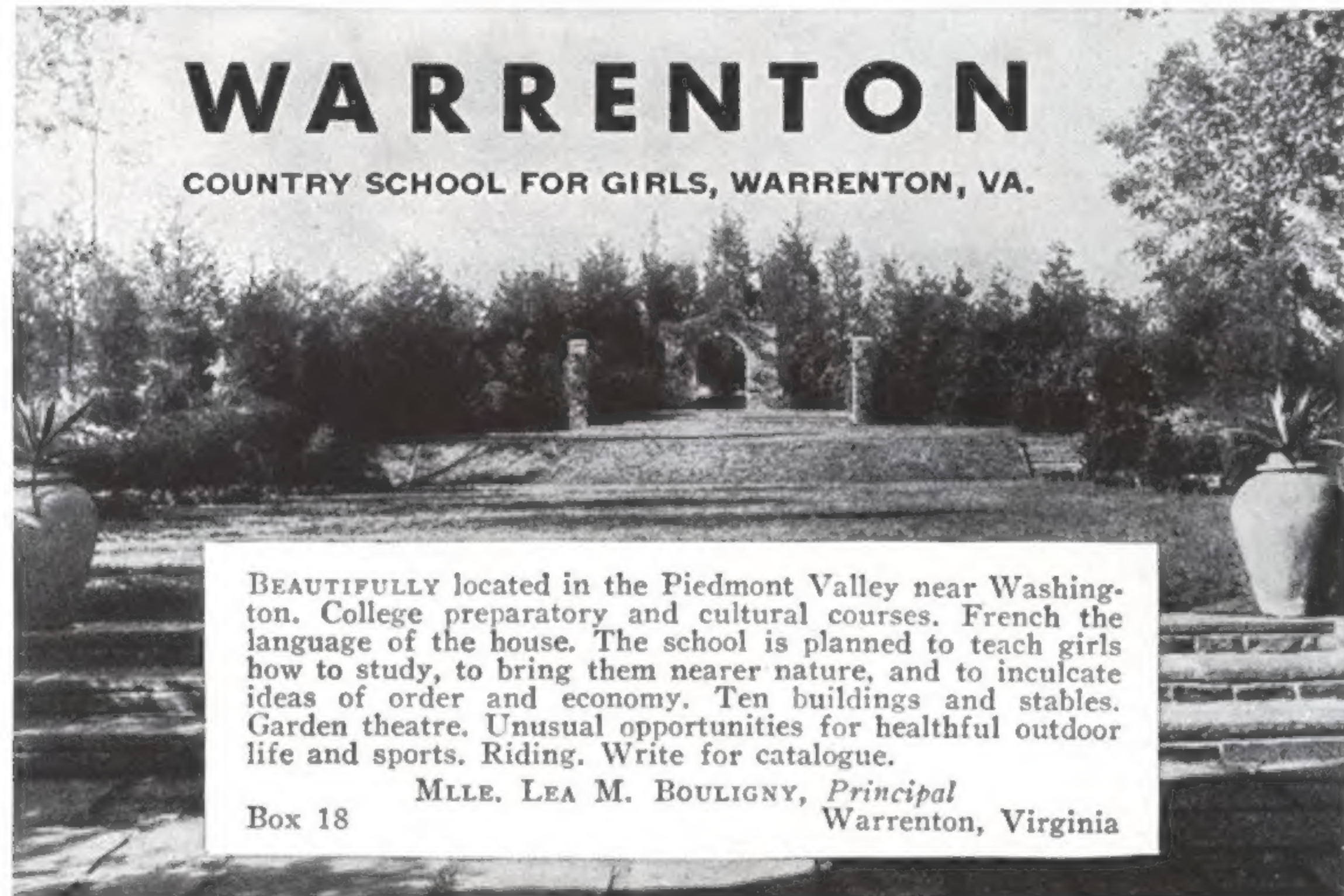
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The Thirtieth Annual Open Lawn Tennis Tournament for the New Hampshire State and the White Mountain Championships will commence Monday, July 15. The place? . . . the Crawford Notch Tennis Club. Auspices? . . . The United States Lawn Tennis Association. Trophies? . . . The Crawford Notch Challenge Cups, one for the men and one for the ladies. Beginning the next week . . . the Boys' and Girls' Tournament.

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and on Wednesday afternoons. On Friday afternoons Ted Shawn and his ensemble put on short dance recitals at his studio, followed by tea. On July 25 and 26 will be the Lenox Flower Show sponsored by the Horticultural Society and on the 26th and 27th the Lenox Horse Show at Hanna Farm.

In August comes the increasingly important Berkshire Symphonic Festival—more of this later.

BUCK HILL IN JULY

July is a busy month at the Inn at Buck Hill Falls, in the Pocono Mountains of Pennsylvania. The Art Association's exhibition which began last month will continue the first two weeks of this month. Twenty-five canvases by four members of the National Academy will be shown.

The first play of the season by the Buck Hill Players, "The Royal Family", will be presented July 12. Nell O'Day, recently with Joe Cook, is a headliner.

Beginning on Independence Day there will be great activity among the golfers, with the July Buck Hill Tournament and team matches with Skytop and Pocono Manor succeeding one another in rapid order the rest of the month. The ladies are included in these, too.

JUST TO KEEP POSTED

GOLF: Sixth Annual Men's and Women's Invitation Tournament for the Barksdale Cups, Westport Golf Club, Westport-on-Lake Champlain, New York, July 26, 27, 28. Bald Peak Colony Club Invitation Tourney, Bald Peak Country Club, Melvin Village, New Hampshire, July 25-27.

TENNIS: Davis Cup Challenge Round, Wimbledon, England, July 27 to 30.

POLO: Rumson, New Jersey, July 15 to 29.

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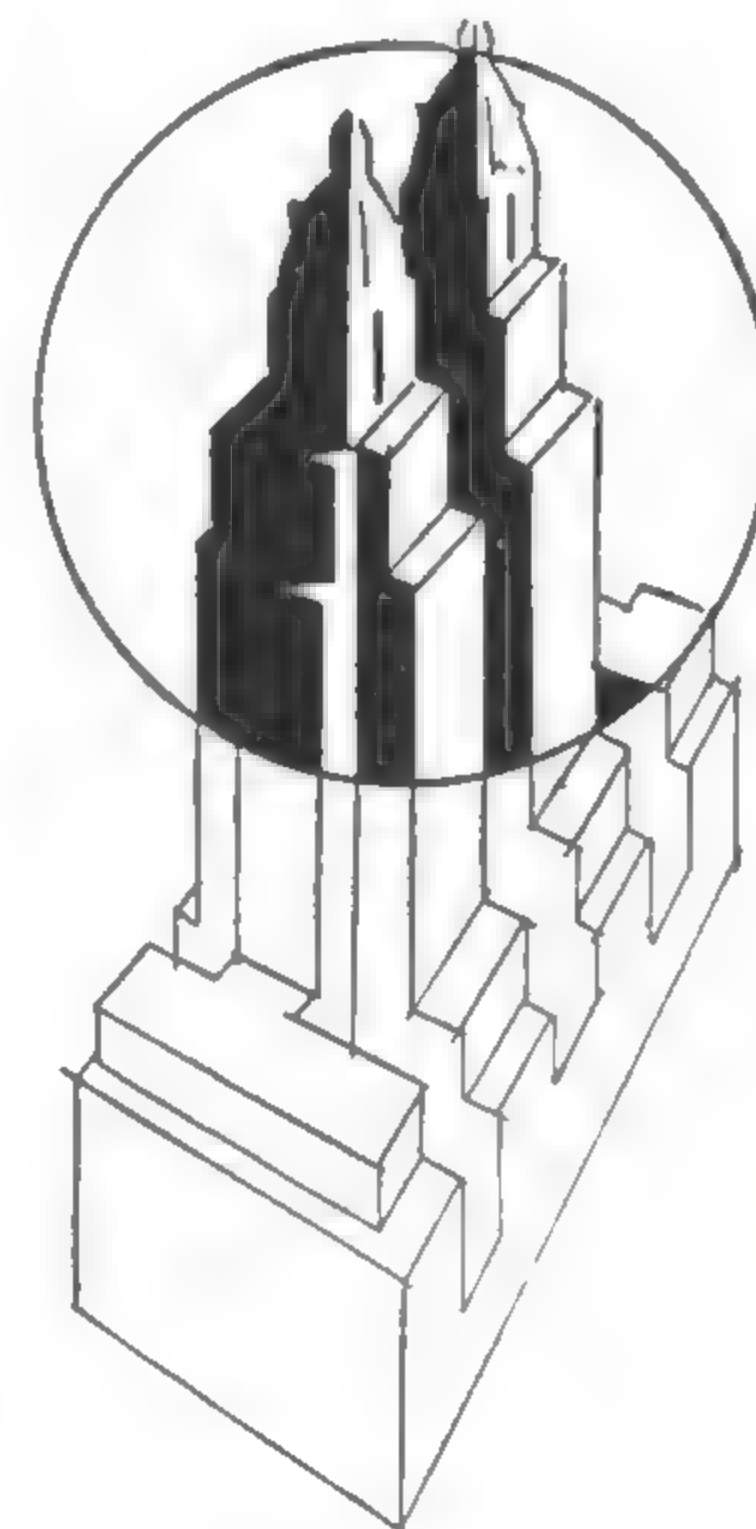
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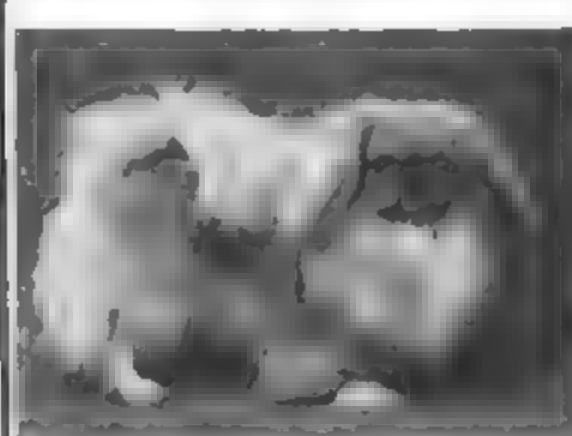
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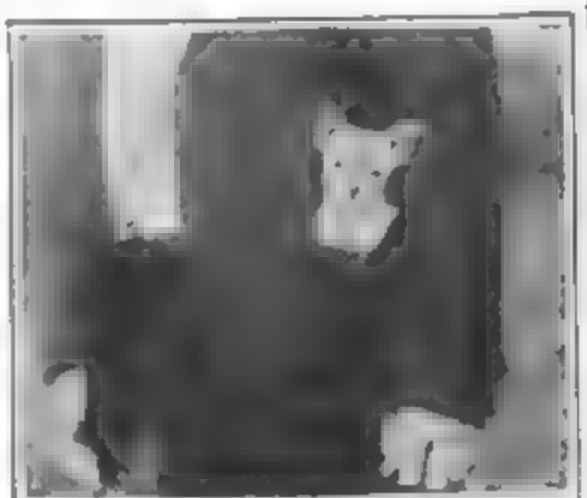
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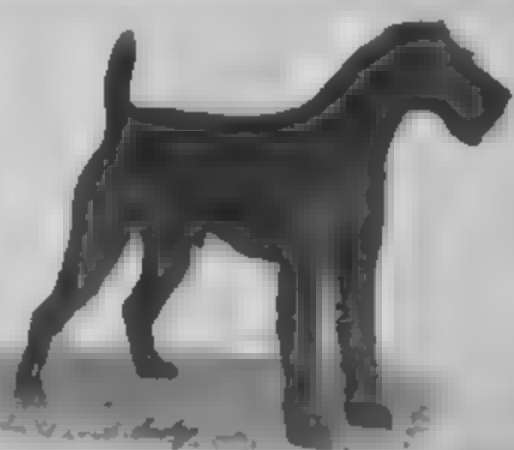
To understand our viewpoint, read the article that follows. It tells what you, as a buyer, have a right to expect—and what it has cost the breeder to live up to the standards you set. On the basis of this information, we believe you will agree with us that \$50 is a fair minimum price for a puppy of any of the smaller breeds, larger breeds in proportion. We believe you will also approve of our policy in accepting no advertising from breeders who charge less than this established minimum.

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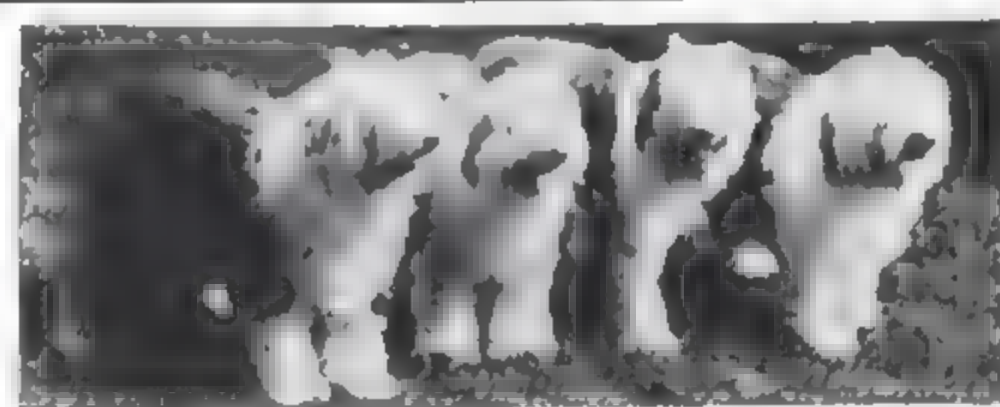
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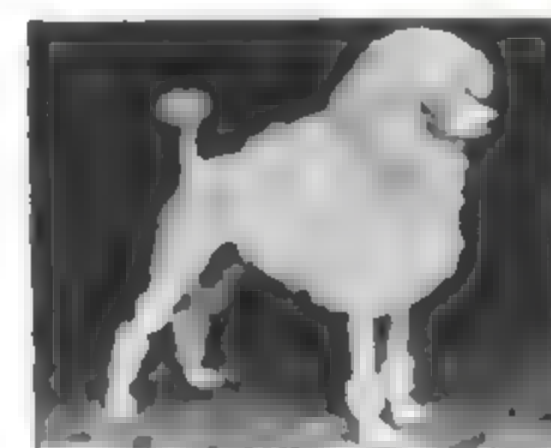
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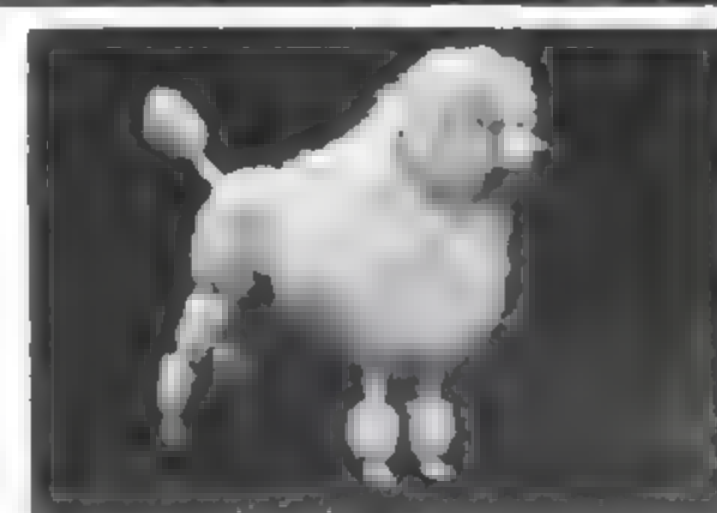
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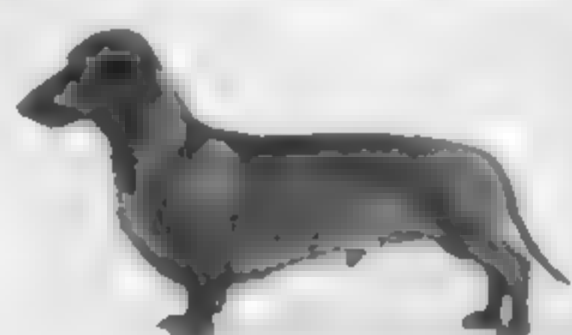
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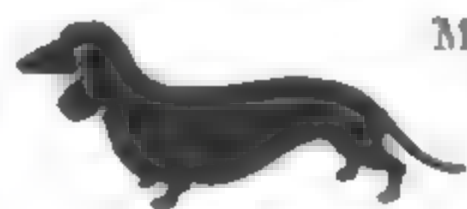
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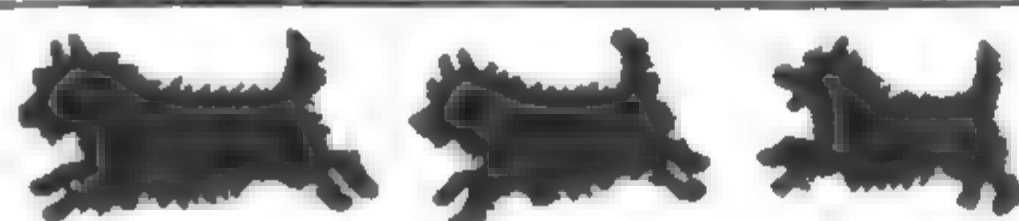
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that might lead to physical, mental or moral weaknesses.

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dog who is to become a member of a human family should
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total \$1,500—and 15 are females at \$50 each—total \$750.
In 8 years our breeder takes in, possibly, \$2,250.Now, the upkeep for the mother of these pups, in a
fair-sized kennel, works out to around \$120 a year. The cost
is as high as this, because no chances must be taken with
food, care or medical services. Raising and feeding the pups
with the same attention to detail may be figured at \$300, till
each of the 35 is brought to the point of sale. Apportioning
a fair share of the stud dog's expense over the whole period
gives us another \$300. Add these amounts, together with
the original cost of the mother, and you get \$1,860, spent
during the 8 years—an average cost per puppy of \$53.14,
till time of sale.Nor does this take account of interest on investment,
upkeep and repairs to buildings, taxes and the hundred and
one extras incidental to a dog-household, as to its human
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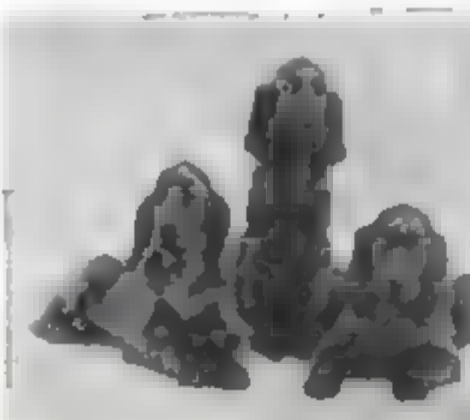
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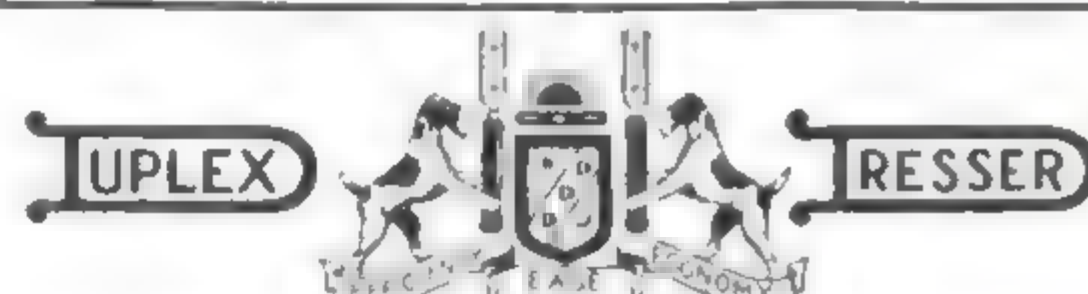
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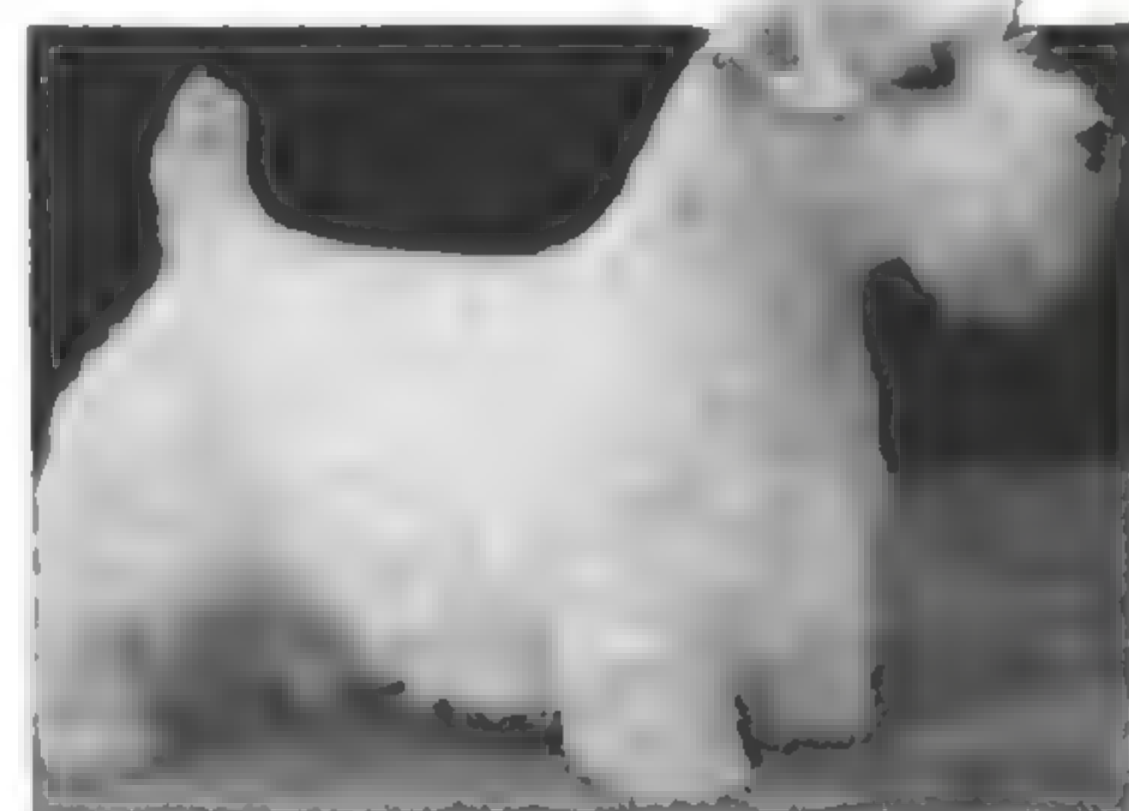
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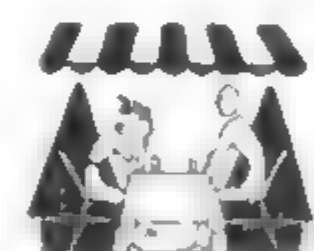
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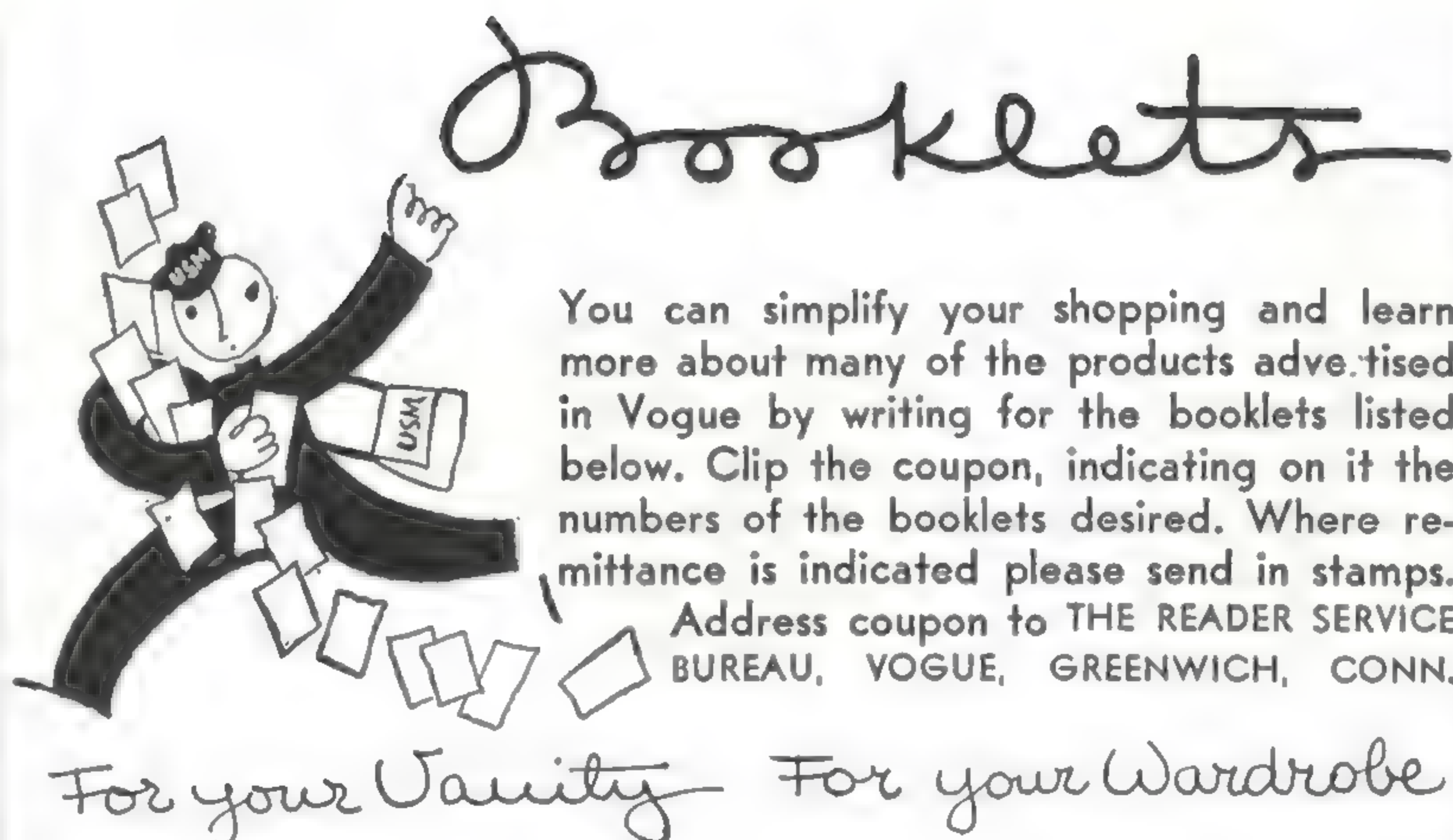
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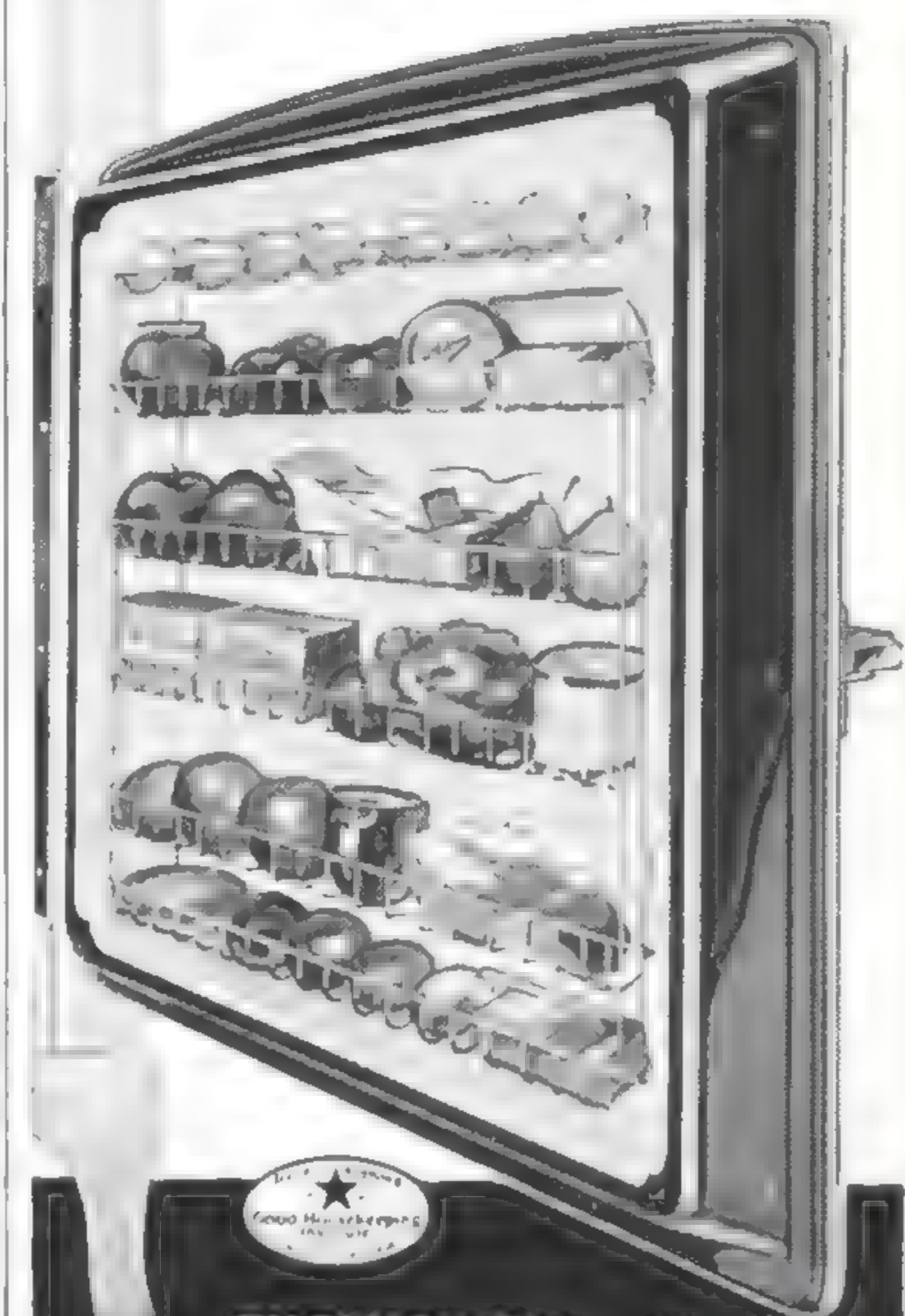
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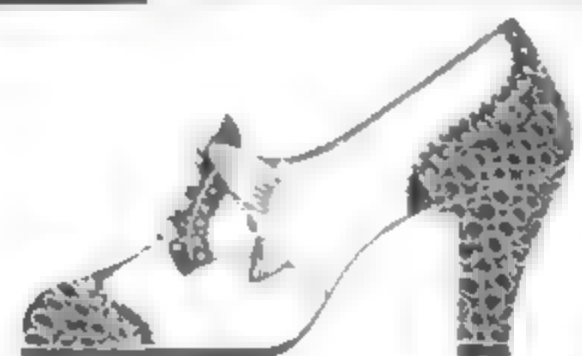
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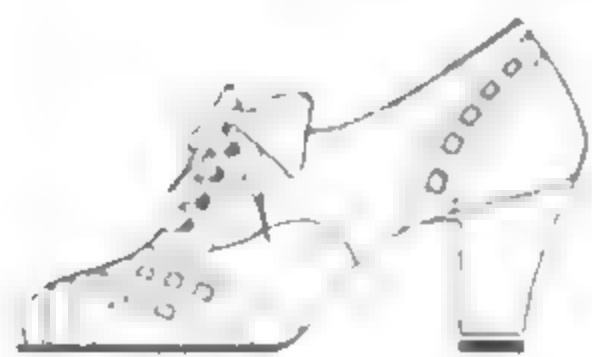
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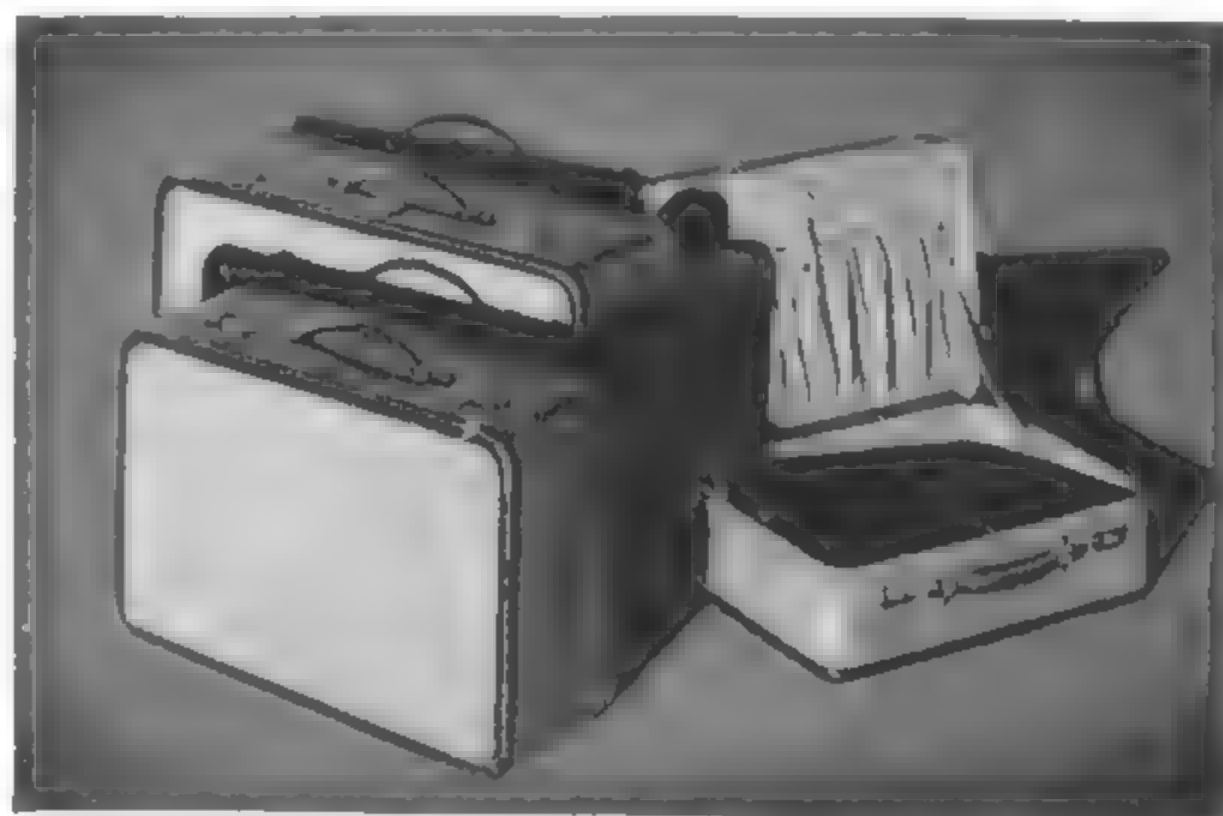
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Midsummer Manhattan



• No city in the world goes through such a state of complete chemicalization as New York in the months of the summer. From being a city that is almost frightening in its tenseness and gaiety, it becomes enchanting in its inviting calm and informality. People whom

you passed by in the cold days of December suddenly seem friendly, and perhaps in some cases even fascinatingly attractive in July. Places and things go through the same process. No matter how many descriptions may be given of New York, in the summer the one quality common to all is that of its friendliness and informality.

Coney Island

• Of all the places that do not stand analysing, Coney Island is the leader. It impresses by its heat, its drabness, its smells—its depressing undercurrent of pathos whereby everybody is determined to enjoy himself, even if it kills him, and always in the cheapest possible way. One million people have been known to be on the brown sands of Coney Island at a time, standing up, of course, because lying down takes up too much room.

But why should we analyse Coney Island; why not take it for what it is—a centre of supposed gaiety—near New York—a good contrast to our usual routine; amusing, exhausting, and inexpensive?

So, when things become too bad, and the heat makes you feel that moving is a crime and sitting still a bore, then hie yourself underground (because the Iron steamboats are no longer running) and worm your hot way to Coney Island. Don't forget hot dogs, the Red Mill, Streets of Paris, Steeplechase, Luna Park, frozen custard, and the waxworks. Nor the cool garden that is a pleasant retreat at Feltman's.

Burlesquing the summer



• The reason why so many people genuinely enjoy New York when it's empty, is because they can do things that they otherwise would either be ashamed to do or—what is more likely the case—would never even think of. Going to Burlesque Shows is one of these things.

Admitting the fact that you can stay in the Burlesque for only half an hour (partly because of the heat and partly because of the repetitiousness of the show), that half-hour is well worth-while. The Irving Place Burlesque is probably the most entertaining. There is so much so-

called "sex" being thrown down your throat that after a bit a naked body becomes an old and unattractive story. But, again looking on the bright side of things, going to the Burlesque Show is an amusing and certainly a different way of spending a dull Thursday evening.

Polo for all

• In preparation for the Revolution, some far-seeing men have decided that polo should not be restricted to the Hitchcocks and the Whitneys, but should be made available to "Tom, Dick, and Harry." This summer, all over Long Island, steps are being taken to make this possible. The place where I have actually seen this going on is in Islip, where three polo ponies can be had for about \$5 for the afternoon. And, although the standard of playing is not perhaps of the Hurlingham class, it is very good fun, both to watch and to play.

Cart-wheels are smart



• It is very gratifying to mere man to find women's faces under traditional wide-brimmed hats again. In fact, the picture hats that are being worn are outdoing themselves in tradition and look more like cart-wheels than anything else. But, despite the fact that apparently freakishness is essential to a chic ensemble, nothing is more feminine—and to me alluring—than one of these large hats. They remind me of orchards, Kathleen Norris, and Old-World charm.

Summer art shows



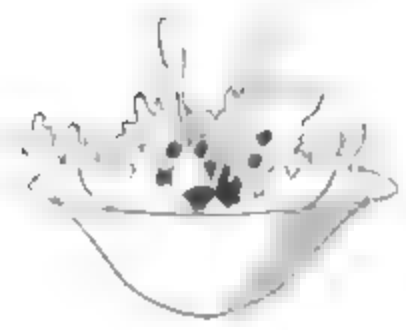
• The greatest thing about New York in the summer is the fact that you need never do the same thing twice.

The art galleries in our fair town usually offer another cool retreat for the odd in-between hour. There is something complacently cool and calm about the exhibit that is going on at the Guy E. Mayer Gallery, 578 Madison Avenue. It includes contemporary master etchings and antique Chinese jades and porcelains.

Another show-not to be missed is the one at The Museum of Modern Art, 11 West Fifty-Third Street. What with the paintings and drawings from Mrs. John D. Rockefeller's recent gift, some private collections, and various selections of Negro art, American folk sculpture, architecture, and machine art, the showing is well diversified. A great part of the interesting objects in the exhibition of African Negro sculpture which lately drew so many visitors to the Museum is now touring the country.

the town

Noon-day interim



• They've settled down to a comfortable summer over at The Alexandra. The plan thoughtfully includes—besides fresh, cool air for your enjoyment—things in the way of food and drink that are refreshing and satisfying.

The Alexandra is the place at 8 East Forty-Ninth Street, where, you remember, you don't have to ask for a champagne cocktail, or relishes, or hot biscuit, or home-made cake to accompany your dinner. These things are included in the evening menu as a matter of course. The innovation at lunch this summer is particularly pleasing. You come in, you are comfortably seated, and before you have time to think about the weather, or food, or your disposition—lo! a "reviver" appears before you. The "reviver" is a cup of icy-cold punch, and it is brought to you by a cheerful young person, crisp in pastel coloured organdie. Next, you find yourself interested in the menu. There are various lunches and combinations that you might have, but what will particularly appeal is the "salad bowl." This is literally a huge wooden bowl filled with a delicious combination salad, and you may help yourself to as much as you like. Second helpings, too, without the effort of asking. One day, perhaps, the bowl will contain romaine, tomatoes, cucumbers, and fresh cottage-cheese with olives and radishes. Another day, the combination is a new one of citrus fruits and calavos, lettuce, and celery. Never any consecutive days alike. With the salad, of course, are served hot rolls and buns and coffee or some other beverage. It would be hard to find a more satisfactory and wholesome lunch at the modest price of only about fifty-five cents—and just the answer to those who are on a diet but would rather not be reminded of the fact.

A country place

• Now that the long summer days are here and the charms of the country can speak for themselves, some of us who have never settled down are thinking seriously of acquiring a bit of ground and a house. To these, The Country Realty Agency offers intelligent aid and a wide selection. You'll find this agency conveniently located here in town at 51 East Forty-Second Street.

You state your need—be it an Adirondack camp or a plantation in Virginia—and instantly things start to hum. The home office communicates with that of one of fifty associates who covers the neighbourhood which you crave. He, in turn, forwards a list of all available properties on the market, together with detailed descriptions and photographs. Out of these many possibilities, the central office offers you

only the probabilities. You narrow the list down to the few that seem exactly what you want, just where you want them, and start off to have a look. You are met at your train, airplane, or motor by the district representative, who totes you patiently around the countryside while you fluctuate between the farm with the delectable peach orchard and the one with the gurgling brook.

Your decision made at last and the initial arrangements entered into, the Country Realty Agency will, if you like, follow through on the grisly details of title guarantees and surveys. The agency stands behind each property it sells, but not so far behind that it won't find you a chauffeur, a gardener, or even a caretaker, if you say the word. Actually, its slogan should read, "Prize property purchased painlessly."

Where they gather



• A convenient meeting-place; surroundings that cheer; nice music; good cocktails. If this is what you are looking for in the late afternoon, betake yourself and your friends to the Egyptian Room at the St. Regis. You'll sigh with relief over its comfortable spaciousness—deep chairs here, none of those narrow benches and tables that have neither leg nor elbow room. Jules Lande and his orchestra play at the cocktail hour, Sundays included.

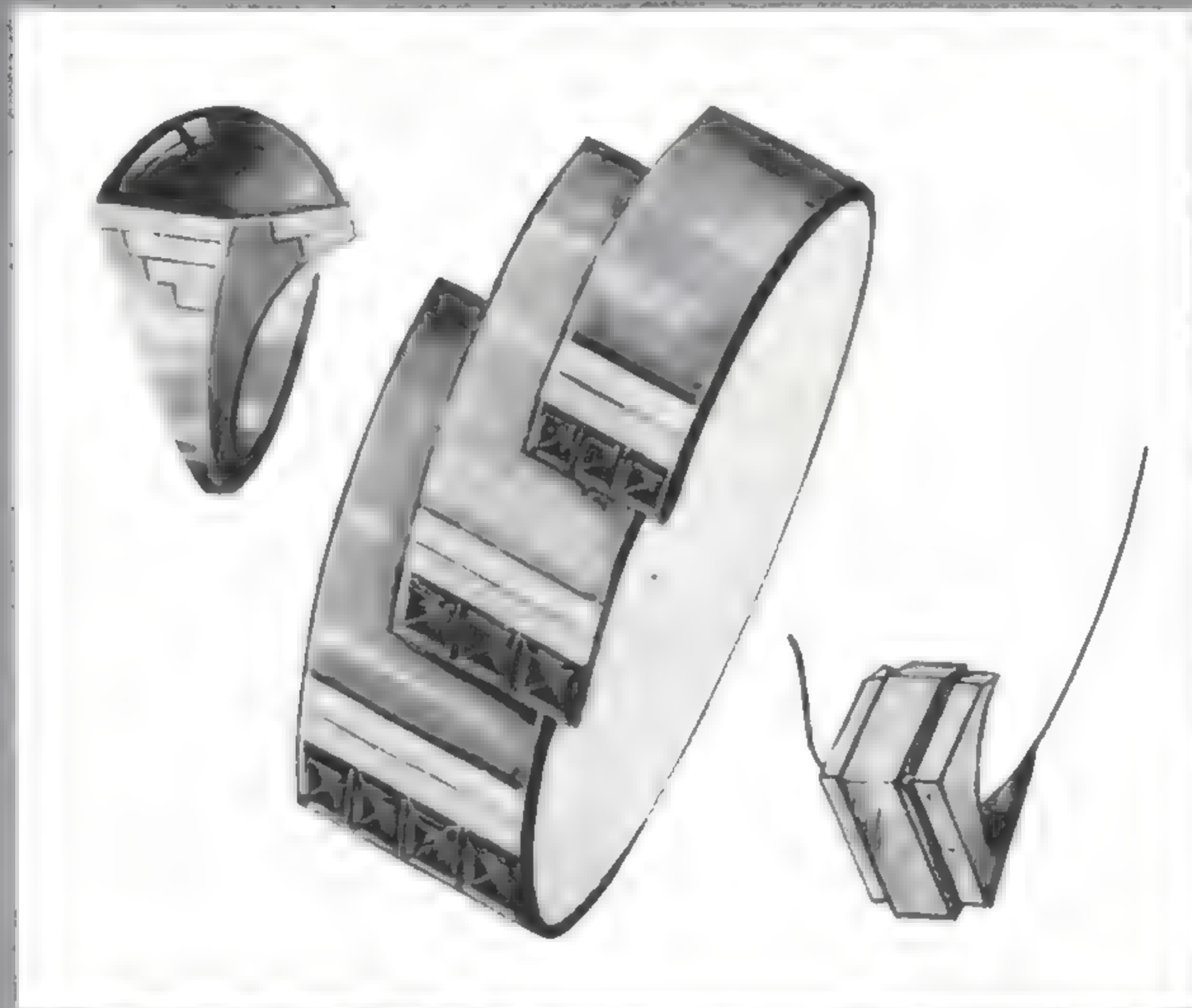
At all seasons of the year, the roof-garden at the St. Regis is grand for dinner. Johnny Green's orchestra is still there, I'm glad to report. Marjory Logan sings her ditties nightly, at dinner and at supper; Mario and Floria are the graceful dancers who are featured.

Trans-luxury

• Because of the emptiness of New York, meeting a friend on Park Avenue becomes a real event, calling for a "ball" or a visit to the Trans-Lux. I have but one fault to find with the Trans-Lux: unless you can borrow a rug or an overcoat, you get almost frozen alive from the air-cooling. However, at the end of a hot, muggy day, the thought of death seems very welcome. Many people, in town for a day's shopping, drop in before lunch or before catching the train. And you may be sure that you will always find bedraggled friends freezing in the Madison Avenue Trans-Lux.

Riviera in New Jersey

• It's fun to drive over the George Washington Bridge to the Riviera—New Jersey's contribution to summer gaiety. Here, Earl Carroll's girls dance twice nightly, and Ben Marden's efficient waiters serve you expensive, but good, food. You can sit at an outside table overlooking the river, gazing at the backdrop of up-town New York. "FLANEUR"



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VOGUE

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JULY 1, 1935

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GOLDEN STRAW, THE HOT YELLOW STRANDS OF WHEAT SMELLING OF SUN, CORNFLOWERS BLUE AS THE JULY VAULT OF HEAVEN, A PEASANT'S COTTON APRON AND SCARF—THIS IS THE NATIVE LOOT PICKED IN THE SUMMER PARADISE OF KITZBÜHEL FOR THE COVER OF THIS ISSUE. MORE SPECIFICALLY, THE PEASANT'S CORN COLOURED ROUGH STRAW HAT, WITH ITS FLATTENED TYROLIAN PEAK AND CORD, HAS BEEN COPIED BY DUNLAP FOR BEST

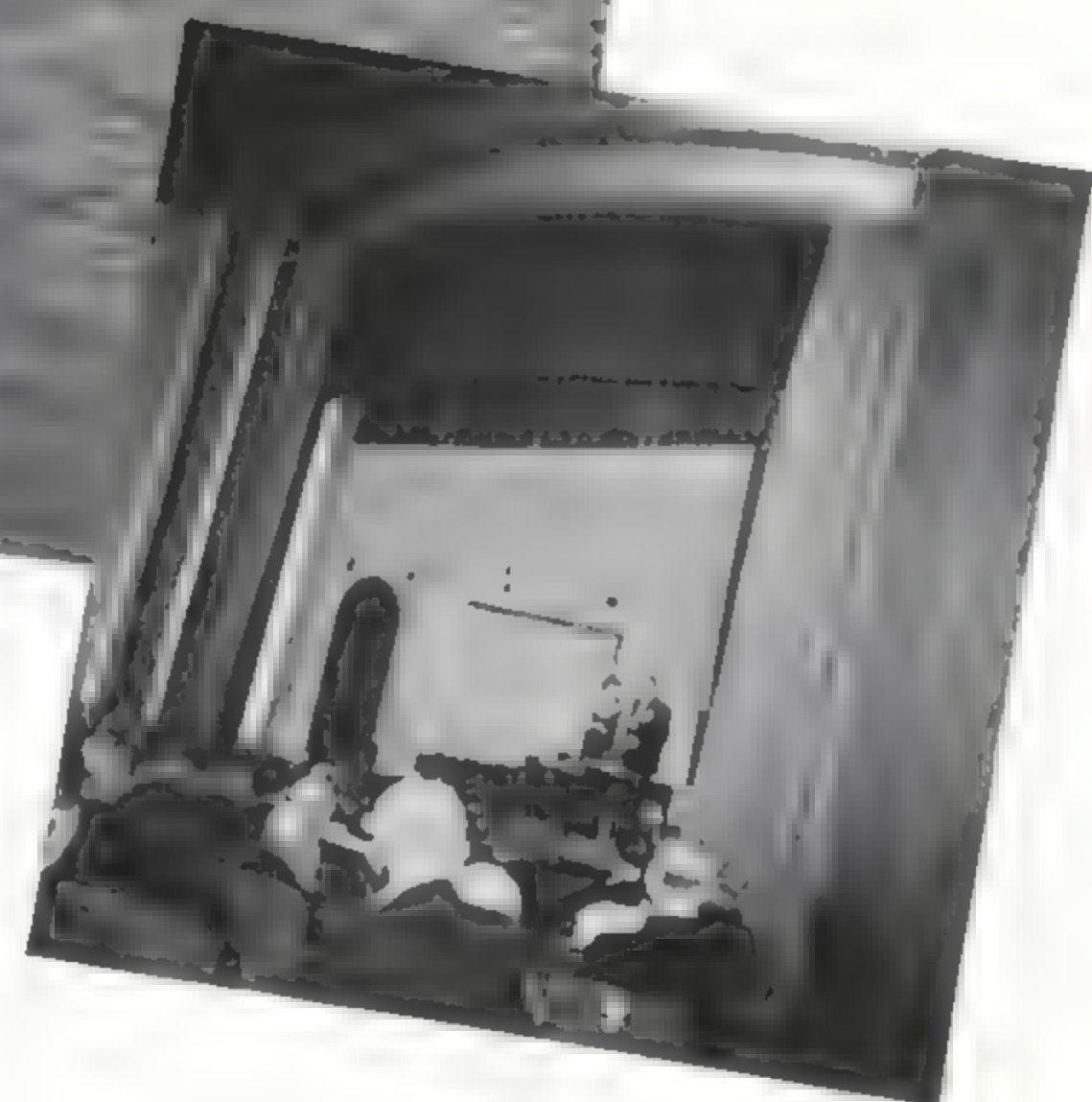
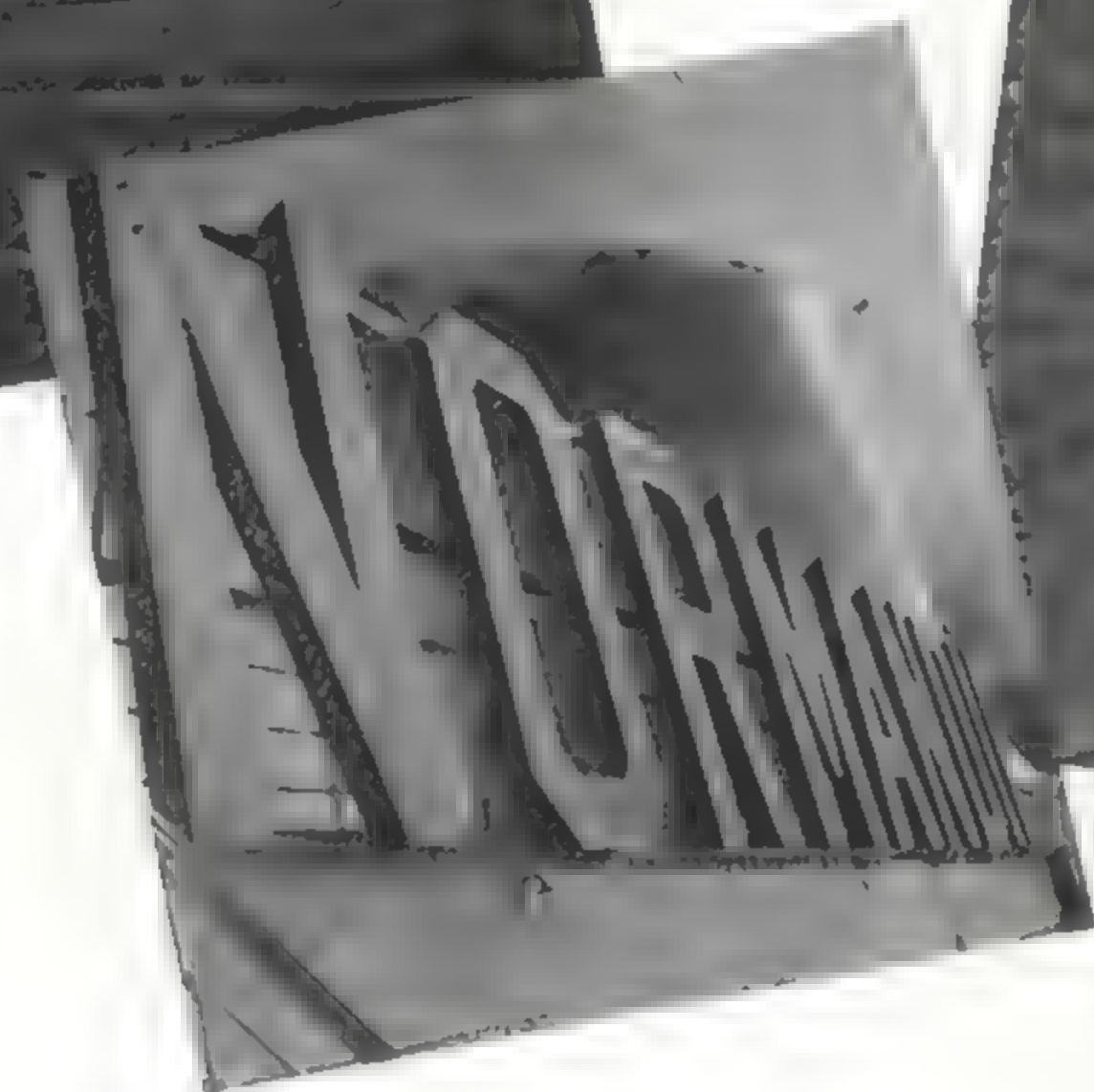
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ALISON SETTLE-EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE - EDITOR-IN-CHIEF OF THE THREE VOGUES



NUIT DE NOËL

CREATED BY CARON.PARIS



VOGUE'S-EYE VIEW OF A NEW FRENCH MODEL

MADE in France. . . . To women, for generations, that label has meant all the exquisite luxuries of the world. Men may have smiled a little, because we have seemed so blithely to believe that France meant only Paris and Paris meant only Fashion. We have seemed to forget that the French are great statesmen, gallant fighters, brilliant artists. But lately, we have been reminded that France has still other talents. The largest thing that has ever moved from one country to another has loomed on our horizon—a ship like a great modern city, majestic in its size, impressive in its beauty, incredible in its detail. A ship with structural wonders, amazing decorations, unbelievable luxuries; with such surprises as a full-sized chapel, a theatre, and eighty-four *cordon bleu* cooks! Four times a month, it will cross the ocean, knitting the world together. Twice a month, it will tie another country to our dock on the North River. It, too, is a model that was made in France. But France has made not only a ship; she has made a plesiosaurus of the sea, a giant label for posterity—the *Normandie*.



SCHALL



HORST, PARIS

IYA ABDY'S RENAISSANCE BERET, MADE BY AGNÈS EXACTLY LIKE THE GUARD'S HAT IN "LES CENCI" (BENDEL)

VIVE L'ITALIE

THE red-and-green flags of Italy streaming down the Champs-Élysées. Botticelli's "Venus" posters plastered all over Paris—from the Concorde lamp-posts to the lowliest *bistros*. The cream of Italy's art hanging in the Petit Palais and the Jeu de Paume. Beautiful Iya Abdy making her stage début in the Renaissance play, "Les Cenci."

It was shortly after Stresa—where Italy and France buried their ancient hatchet and clasped hands in a friendly new pact—that the Italian influence began sweeping over Paris. Politics, art, the theatre—and now even clothes—are coloured by the Franco-Italian alliance. Schiaparelli switching her head scarfs into alluring Fra Angelico veils. Agnès and Talbot putting saintly halo hats or Raphael hoods on heads. The fabric makers dyeing their tissues Veronese greens, Angelico blues, Siena browns, Titian reds.

Regardless of how Paris regarded "Les Cenci" as theatre—the costumes that Balthus designed and Karinska and Agnès executed for the piece are leaving an imprint on general fashions. More than one Frenchwoman already has climbed the stairs to Karinska's workshop and ordered less theatrical versions of the ravishing, bejewelled white dress that Iya Abdy wore in the banquet scene. She herself had a less spectacular version made for off-stage wear. We show it on page 27—the same tight basque, the same full skirt as in the original, but with less exaggerated sleeves, and jewels on the belt only.

As for the stark black wool gown with the white ruff, worn by Beatrice's lady in waiting—several Parisiennes spotted that on the very first night and have since had it copied. It's of thin black Rodier wool, with a bodice that hugs you tightly, snug sleeves that break into fulness only at the shoulders, and an enormous skirt that falls from thick shirring. You can see it on page 29, worn by the Comtesse Olivier de La Moussaye.

The Guard's hat that Balthus designed for "Les Cenci," for the magnificent bravos in black doublets and mauve hose who escorted Beatrice to her doom, has gone into private life, too. We show it opposite, a beret with a big folded crown that can tower eight inches above your forehead, fulness all shoved forward; or five inches and off-side, as Iya Abdy wears it; or practically no inches and over one ear, as Agnès wears her own. The little black broadtail cape in the picture is by Heim; Hattie Carnegie has it.

Still more reminiscent of Italian paintings are the Talbot hats on page 26—the little felt halo with a veil, like the aureole and drapery of a Fra Bartolommeo saint, and the blue velvet cap with its band of deep red that covers all of the Comtesse de Mun's hair and emphasizes her profile. The deep shape is startling (and flattering)—and likely to prove prophetic. Look, too, at the stiff little Suzy hat, on page 28, that turns the Vicomtesse de Noailles into a youth from the days of the picturesque Medici. (Do all of these fashions mean that we, too, shall be wearing our hair longer and lower?)



COMTESSE ALEXANDRE DE CASTÉJA



COMTESSE ANTONIN DE MUN

- Suzanne Talbot made the bandeau and rippling veil, like a saint's halo, worn by the Comtesse de Castéja (Lilly Daché has imported this hat). The black corduroy jacket was designed by Georgette Renal
- Like a Venetian portrait is the Comtesse de Mun's profile in Talbot's Renaissance hood—derived from Mantegna's portrait of Cardinal Francesco Gonzaga. The severe line is emphasized by a band of rich red against the dark blue velvet of the deep cap; imported by Jay-Thorpe
- In the photograph opposite, Iya Abdy is wearing the striking white silk dress that Karinska copied—with modifications, for private life—from the beautiful banquet costume that she wears in "Les Cenci"



MORST, PARIS

IYA ABDY



HORST, PARIS

VICOMTESSE DE NOAILLES

• More Renaissance lines—in the costumes on these pages.

In the photograph opposite, the Vicomtesse de Noailles, with her sombre Florentine beauty, looks like a Medici youth in a stiff Suzy pill-box, ornamented with velvet pastilles; Bergdorf Goodman. Her coiffure, hair parted in the middle and docked straight below the ears, adds to the illusion. Schiaparelli's heavily corded suit has the richness of detail to make it a perfect complement; from Bonwit Teller

• No feminine eye at the opening of "Les Cenci" missed the starkly simple charm of the black dress with its monastic white ruff that Beatrice's maid wore. Karinska is making almost identical copies that are being worn in Paris these nights. You see one at the right, worn by the young Comtesse Olivier de La Moussaye (the second daughter of the Hon. Mrs. Reginald Fellowes). The fabric is thin black wool, the bodice is snug, the skirt wide; Hattie Carnegie





When day is done, you can relax luxuriously in a negligé like the flattering one above, with its deep wine chiffon coat, tying over an orchid-pink satin slip; from Bendel. The negligés on this page are priced from \$45 to \$75

This languorous negligé has a trailing satin skirt, the colour of a Talisman rose or a flaming summer sunset. The top and the long, floating sleeves are of filmy chiffon, flame coloured like the skirt; from Jessie Franklin Turner

Demurely and restfully chic is this quaint "Little Women" nightgown-dress, with puffy sleeves and a trimming of green Val lace at neck and wrists. It is of cool black crêpe printed with little red and white flowers; Hattie Carnegie



For summer evenings at home, a frilly negligé of cool red organza, with a swirling train outlined by a pleated organdie dust-ruffle, and a big, crisp bow to tie at the side. Underneath is a flesh coloured satin slip; Bonwit Teller

This casual house-coat, of Vionnet inspiration, is of printed red-and-white foulard, with a very wide skirt, white glass buttons, a red leather belt, and two pockets; Bergdorf Goodman. The negligés on this page are priced under \$50

At Home



THE WHITE HORSE INN OF SAINT WOLFGANG, FAMOUS IN AND OUT OF OPERETTA

"O. V. W."

AUSTRIAN VERSION OF THE BRETON SAILOR HAT



(ABOVE) MARCHING TYROLIANS • (RIGHT) AT THE RACES IN THE FREUDENAU



Vacation in Austria

by Baron Hubert Pantz

WHAT do you ask of a holiday? A "change," of course—new faces, peoples, customs, language, food, scenery—all that goes without saying. But besides—do you crave mountain forests or the valleys below; sunlight on rippling waters or flower-filled plains; stately châteaux or the rustic simplicity of a timbered chalet; do you long for the sophisticated pleasures of the city or the quiet charm of country villages? Above all, do you want the music of a country whose soul is quickened with the love of it?

Wherever your penchant lies, in this Austria of ours, you'll find one and all this summer—and a coat of tan, a healthy body, and the smartest faces in Europe. Pack your traps, get out your sports kit—not too much in the way of sports clothes, as you'll be tempted at every turn by the local outfits—, and take the airplane from Paris. Or, if you prefer the express (it takes only twelve hours to Salzburg from the same starting-point) or are thinking of bringing a car, go ahead. A car ensures the fullest enjoyment of a perfect trip.

Be sure to make a date in Salzburg, because you'll never drive over the Tyrol in its divine summer clothes

without stopping every now and then to realize the beauty of some particularly lovely scene—maybe a few stone cottages clustered in the emerald plains that skirt the fir-strewn rocky heights, a sudden drop with depths that present a soft, tossing greenness, or a field of flowers swayed back and forth by the mountain wind. And then, you will never resist a stay in Innsbruck, narrow-spined Alpine town, with its background of fir-trees.

Mountaineering is the thing here. You start at dawn, chill and rosy in these altitudes, with your skilful (and I hope handsome) guide, who is a source of encouragement to you, till at length you behold the sun sink in a glory of flame and gold behind the peaks and valleys of half of Europe. You will feel very unimportant, quite suddenly, and may even make all sorts of good resolutions—but don't let this frighten you off. Resting in the comfortable hut at the summit, you will regard your day's climb with satisfaction.

Linger if you will, even to the extent of a day's golf at Igls' nine-hole course, twenty minutes from Innsbruck, and for a swim at Zell-am-See, where the waters reflect the far-off glaciers. (Continued on page 75)



STEICHEN

CHANEL GOWNS AND VARNET WRAP FROM SALON MODERNE, SAKS-FIFTH AVENUE



BERGDORF GOODMAN

- Chanel's navy-blue tulle frock, covered with flurries of tiny white dots, stands out like a ballet-dancer's skirt in the dress at the far left. White glazed lamé, supple but brittle-crisp, makes the Varnet wrap. Jewels from Saks-Fifth Avenue
- Sleek as satin, swishy as taffeta—a new fabric that Chanel uses, in lettuce-green, for the second frock at the left. The softly ruffled décolletage, a skirt that swirls in folds, and fresh flowers in the lady's hair are summer night witchery
- Paper-thin, petal-soft white taffeta, printed with squarish black links, falls in voluminous folds in the skirt of the dress above. A red grosgrain bow is the climax of the deep décolletage. Técla jewels. Décor on both pages by Robert Hiden

NIGHT FLARES



A LOVELY name, *Normandie*. Perhaps that is one reason that the maiden voyage of the great ship has made such an appeal to the world's imagination. But for a while, it looked as though she might not sail.

First, there was a sailors' strike at Havre. Rumours of war and international crises dropped from the front pages of the papers. No one cared whether the government stood or fell. Would the *Normandie* sail, or would she not? Every Frenchman was wrung with personal anxiety—because every Frenchman took a personal pride in her splendour, her unprecedented size and beauty.

Then the sailors' strike was settled. Then the midinettes struck.

Vionnet, Lanvin, Schiaparelli, Worth, Jenny, Lelong, Maggy Rouff, Lucile Paray, Callot, Weil, Max, Maria Guy, Reboux, Agnès, Rose Valois, Le Monnier—all of them had been working night and day on fashion masterpieces for the fashion show to be given when the ship docked in New York. But the midinettes were calmed. The clothes were finished.

And the *Normandie* sailed.

At Havre, we passed between lines of the Garde Mobile to go on board, and, in the mad confusion of passengers, visitors, porters staggering under luggage, red-ribboned officials, and scarlet-jacketed bell-boys, the vast halls looked like the Grand Palais on the opening day of the Exposition des Arts Décoratifs. A row of chestnut-trees, and the illusion would have been complete.

As the ship moved slowly out of the harbour, we saw that the piers and shores of Havre were black with people massed in immense crowds. Airplanes played about the ship like winged dolphins. The deep voice of the *Normandie* roared farewell, the crowds roared back—and we were on our way.

Passengers coming aboard at Southampton said that thousands had waited there for hours, and were rewarded with a magnificent spectacle as the ship came in sight. The indirect lighting on her colossal funnels, and her name blazoned in enormous letters on the sun-deck made her look like a ship of fire. The little, bespectacled Mayor of Southampton, wearing an enormous gold (Continued on page 80)

TEXT BY LEE CREELMAN
SKETCHES BY

Eric

The distinguished artists, Carl Erickson ("Eric") and his wife, Lee Creelman, were among the notables who made the first, romantic crossing on the "*Normandie*." They landed with their impressions of the history-making voyage clutched in their hands—a hurried report which we rushed from gang-plank—to press—to you



Lelong dress-posed in
"Normandie suite" with private deck

Colcombet and Danand
in their dressing-gowns of
Schiaparelli newspaper print

Maggy Rouff's
gun-metal lame gown

the



The grill—

most popular room on the ship



Eri



Concert in the salon

Lanvin's Crusaders
hood on an Italian red cape

Schiaparelli's etched satin dress

The fabulous Colette

Scene in the bar

THE TOURIST'S MANUAL

BY EVELYN WAUGH

VERY rarely does one meet any one who admits to being a "tourist"; throughout the English-speaking world, tourist is a term of contempt used about social inferiors of one's own race encountered abroad. The tourist is a vile and ludicrous figure; he is always wrong. It is he who debauches the simple hospitality of primitive peoples, who vulgarizes the great monuments of antiquity, littering cathedral squares with ice-cream stalls, the desert with luxury hotels. A comic figure, always inapt in his comments, incongruous in his appearance; romance withers before him, avarice and deceit attack him at every step; the shops that he patronizes are full of forgeries; the places of entertainment to which he is conducted, down dubious side-alleys after dinner, are shams conceived solely with the purpose of duping him.

- But we need feel no scruple or twinge of uncertainty; *we* are travellers and cosmopolitans; the tourist is the other fellow, and below us in the graded ranks of those who leave their own country. The man who plans his own journey despises the man who works on a fixed itinerary and a book of coupons; he in turn despises the "personally conducted party"; the traveller to Timbuctoo despises the Tourist in Tangier; the explorer in Matto Grosso despises both; the lonely gold-pro prospector regards with amused tolerance the elaborate equipment of the explorer; and so on from unplumbed depths to cloud-wreathed heights.

- We can always be quite sure that whatever the hardships we endure, however remote and inaccessible the places we visit, there is somewhere some one who regards us as a mere tourist. Meanwhile, we observe the decencies of speech. "I see you are a great traveller," we say to the young lady who has shown some acquaintance with the Parthenon; not "I see you are a great tourist." All this is encouraging to the traveller, because it is a characteristic of all human action that it requires a certain amount of glamour, however shoddy; a little self-esteem is necessary to set the inert in motion.

- The truth, of course, is apparent to any one who cares to analyse the case fully; there are only two kinds of travellers; those who go abroad for pleasure and those who go for profit. The great travellers have been either missionaries or traders. Behind them come all the rest; they are the tourists, whether their peculiar tastes take them to Florence or Thibet or the North Pole; they are all in the same boat; a vast, diffuse, diverse World Pleasure Cruise; shipmates whose real life is lived in the countries of their origin, out for a little uplift and excitement, though their expedition may take them ten days or ten years. Writers of travel books and scientists are in an intermediate position; they live by retailing the experiences of travel to others.

- It is curious that the tourists find most relish in their dangers and hardships; the main object of real travellers is to be as comfortable as they can be; discomfort is the result of bad organization or lack of foresight. If one's object is ascetic, it is far better to stay in London or Paris or New York; there is practically no extreme of heat or cold, physical risk, loneliness, hunger, or thirst that can not, with a little ingenuity, be conveniently achieved in the centres of civilization. This essay is intended for tourists who prefer (Continued on page 76)



CECIL BEATON

BERGDORF GOODMAN



MOLYNEUX (BENDEL)

- A Victorian ruche, a skirt of net, drifting in shadows over a taffeta slip that whispers as you walk, and Miss Mary Taylor with velvet bow-tied wrists, in the vision of midsummer magic on the opposite page. On nights when you feel mysterious slip off the ruche and tie the skirt around your neck like a cape, worn over the slip alone, to cloak you in net. This model is an original design from Bergdorf Goodman. The painting in the background of the photograph is one that the distinguished artist, Tchelitchev, has done for the new Prince Matchabelli salon

- In the photograph above, Molyneux's dress of cloqué rayon (a fabric that you'd think was painstakingly quilted) rises like the long, lovely stalk of a flower to a swirl of enormous leaves and a handful of flowers on the bodice. Everything combines to make Miss Taylor's head look so much like a blossom poised on its stem that any butterfly might be deceived into lighting on it. And over her arms and shoulders, yards and yards of tulle float like the purple haze on autumn hills

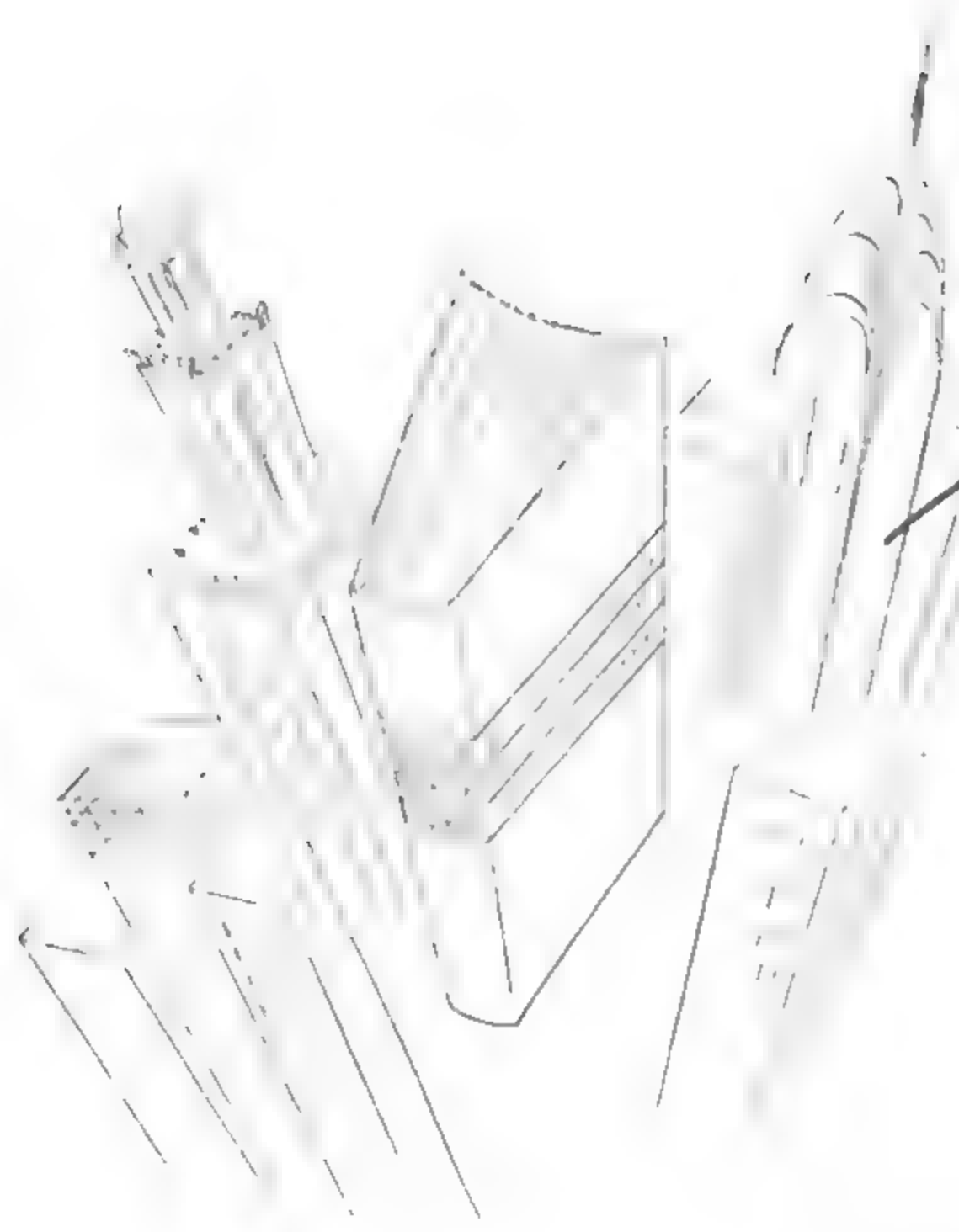
*Night
Mists*



STEICHEN

DRUM FROM COLWELL

JOAN BENNETT'S WHITE CHIFFON DRESS, TRIMMED WITH TULIPS, FROTHS INTO PLEATS; MILGRIM; I. MAGNIN



Manners

FOR THE METROPOLIS

By Frank Crowninshield: Being a Preface to
Vogue's Forthcoming New Book of Etiquette

IF THE late polite Lord Chesterfield, apostle of good behaviour, had returned to this world some few years ago—specifically, to that rowdy fragment of it known as the United States—he would have been forced to admit that society had made some progress (if you can call it that) since his dim, ill-plumbed, eighteenth-century day. For one thing, he would have discovered more bankers in our polite world, more bath-tubs, more ways of looking beautiful and of going broke. But the one thing that he would *not* have found, amidst that otherwise civilized profusion, would have been a lady or a gentleman.

Here and there, perhaps, cowering in some dark corner of an opera box, or sitting palely mute through the festivity then known as a Dinner-Party, he might have encountered one of these practically extinct creatures: and then the good, dead nobleman would have greeted it gladly, as ghost to ghost. His noble lordship would certainly have found our American society a turbulent sea in which everybody splashed about as best he could, without any sense of direction and with the vacant, slightly lunatic gaze of those who momentarily expect to drown.

But that was several years ago. Since then, the prisoners on our social treadmill have suffered an astonishing change. They have become, so help us, respectable; they are to be ladies and gentlemen again; they are going back to those cobwebbed days when gentlemen were expected not to insult their hostesses; when *débutantes* realized that their mothers had taken some pains to bring them into the world; when bridge debts were paid, invitations answered, white hairs respected, and dowagers rarely, if ever, wept into their brandy.

Now the waters of society are growing calm again, and with a little expert guidance, it will be safe for us to swim in it. Vogue's New Book of Etiquette fortunately supplies us with that very guidance. It charts for us all the sharp rocks and the dangerous currents; it shows us how to avoid shark-bite, cramp, jellyfish, and the agitated limbs of other swimmers.

The first Vogue's Book of Etiquette appeared before the world began to get so noisy. That edition was, perhaps, a little too gentle in its admonitions; it whispered at a time

when the only way to make oneself heard was to yell. But the new edition of this indispensable manual faces life as it is lived to-day. Retaining the best of the older tradition, but still in step with the quickened tempo of modern times, these pages meet, and solve, the larger social problems of to-day.

A great many writers of etiquette books have conceived of etiquette as a system of rules, designed to prevent people from having a good time. Society, according to these misguided and snobbish scribes, was a glass house into which all types of people wanted to find their way. Once there, they spent the rest of their lives, like a lot of human goldfish, making polite, round mouths at somebody known as the Outsider—who, either from jealousy or sheer ignorance, or possibly because he was too sensible to get inside—pressed his nose with rude frivolity against the pane.

And, of course, the Insider never, never threw stones.

But Vogue's Book of Etiquette has been written by people of breeding for people of breeding. A person of breeding is simply an individual with an instinctive desire to behave himself nicely, and is as likely to be met with in a second parlour-maid as a Newport dowager or a Serene Highness. The book assumes that life is all a vast glass house, and that all human beings want to throw stones in it. And its object is to show how stones can, and should, be thrown—without breaking glass or giving a neighbour a black eye.

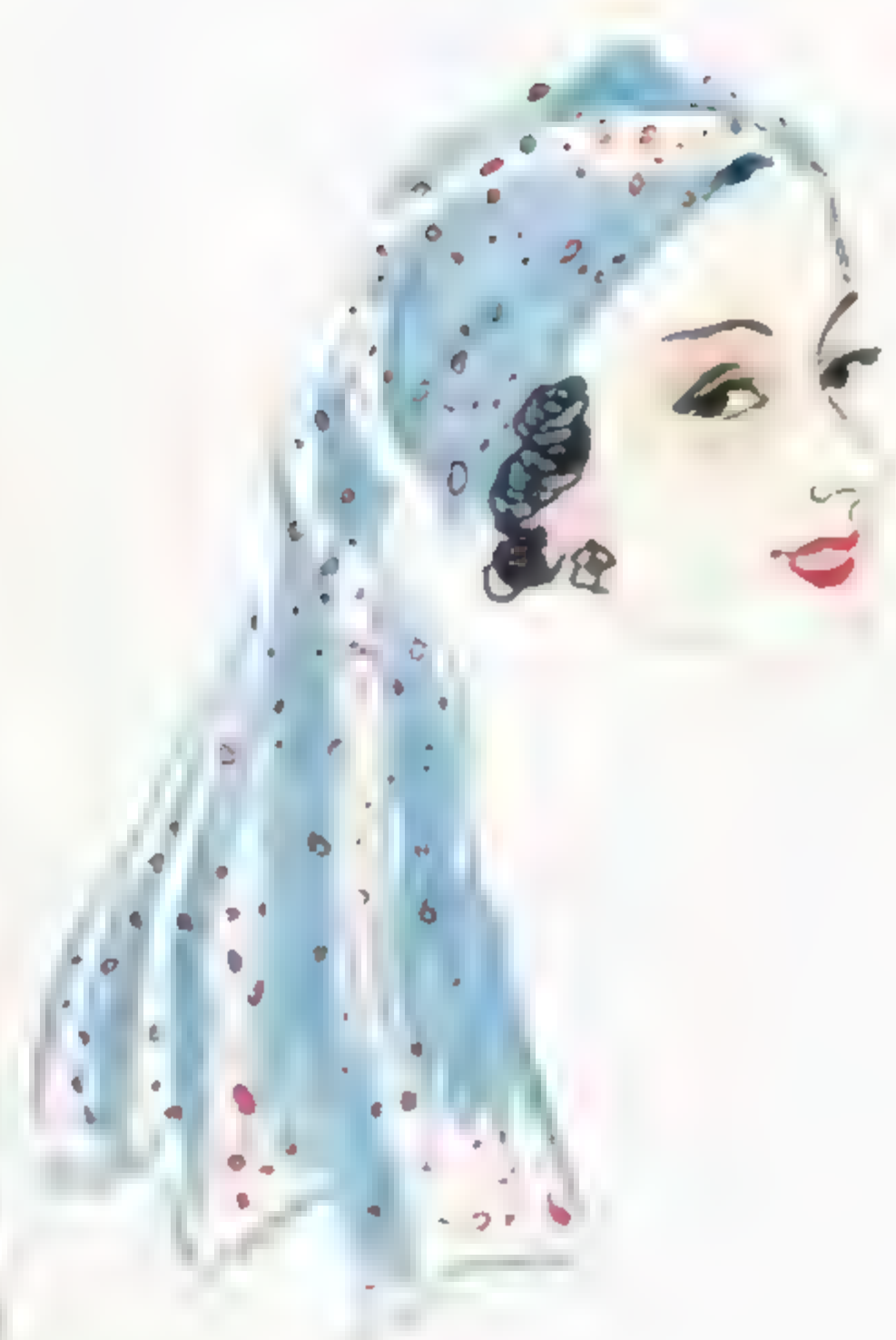
The Outsider is a person who doesn't know how to throw stones—that is, how to enjoy himself. His passage through life is accompanied by the crash of glass and the dull, drum-like sound of bruised flesh. And it should be remembered that social glass can be as easily broken on Main Street as on Fifth Avenue, and that human feelings bruise as readily in a suburban bungalow as ever they did in Buckingham Palace.

Vogue's Book of Etiquette covers every kind of social mishap, from the chances of not being a Gentleman to the infinite possibilities of making direful *gaffes* while travelling in foreign countries.

There is a rigid etiquette in writing prefaces to etiquette books, which forces one, sooner or later, to define a gentleman. Nobody faces this task with anything but feelings of acute alarm; but—since the plunge must be taken—I should describe a gentleman (Continued on page 72)



HORST. PARIS



Play *1935* Pastels



- The two pairs of pedal extremities shown above give us, at a glance, two of the newest things about French beach shoes—higher cut and paler colours. The perforated kid moccasins at the left are by Georgette, and suggest baby's booties—soft, light, and completely heelless
- Julianne made the pair at the right, cut to climb high over the instep, but open at the sides and back. They are of linen, with heel, sole, and row of buttons of darker kid
- To keep your evening coiffure intact while it is being driven to the party, tie around your head the crinkled Indian scarf in the sketch at the upper right. You can knot it and let the ends blow in the wind, or twist it up into a tight Hindu turban. Bonwit Teller has this
- Descat's white sports hat, at the left, is of kid-tex (or you can order it of felt or straw) and very dashing, with its square crown, its wide grosgrain ribbon bow, and the coarse blue stitching all the way around its brim; from Saks-Fifth Avenue
- At the left is a black Leghorn hat that has not only a faintly shepherdess look and a brim shadowing your eyes, but a flat bow of ribbon and a frivolous veil edging. The combined effect is pretty devastating—and a perfect complement to a sheer black afternoon frock; Bergdorf Goodman
- Belts and bags that match are popular. Nat Lewis made the mouth-watering pink combination (left) of angelskin and inspiration. The bag is Talon fastened. Bonwit Teller

- There's no better pick-me-up, for a dress or its wearer, than a belt with a touch of whimsy—such as the braided cotton one at the upper right; from Bonwit Teller
- Or the lower one in the same group, made of rope and twisted metal; Bonwit Teller
- If there were an organization called the Yellow Shirts, you'd want to join it just to wear the tailored sports shirt at the right, pleated in back and front; Saks-Fifth Avenue
- The lounging pyjamas (right) are of cool, fresh foulard, with two big carnations on the lapel; Hattie Carnegie
- This blueberry linen jacket, with its deep yoke and wide box pleating, is cool, cheerful, and versatile; Bonwit Teller
- At the lower right is a natural linen bag, to carry all summer, with all colours. The handle is made of thick rope; from Milgrim
- Below, a shiny leather envelope bag with a belt to match; chic because it's a belt-and-bag combination, doubly chic because it's in the all-conquering yellow; Saks-Fifth Avenue
- The barrel evening bag below, which holds an astonishing amount for its size, is of crêpe with a jewelled frame. You can get it from Bergdorf Goodman
- The rainbow-hued, flat-heeled evening sandal below will go with practically every evening dress you own, and do it very well. It is a La Valle shoe, found at Saks-Fifth Avenue
- The fat, squashy green-and-white plaid bag (lower right) is of cotton, with a leather clasp; Bergdorf Goodman
- The white hat directly below, with the large, swooping brim, is of ballibuntl, with a double brim faced with black horsehair, and a flying bow at the back; Bergdorf Goodman





HALF-BAKED

- This summer, a lot of women are vetoing a pallid white skin or a deeply burned one. Instead, they are steering a middle course, bent on acquiring a nice, moderate biscuit tone, taking the sun in diminished doses and defending themselves with protective beach clothes
- Above, Robert Piguet takes a tip from the Arabs and drapes your head, back, and shoulders in a cool grey linen scarf. The Arabian seroual trousers are of yellow shantung, over a brown wool maillot. If you can carry off picturesqueness, add Talbot's wreaths of flowers
- Right, Schiaparelli's two-piece linen play-suits are in colours as gay as nasturtium beds, and very young, worn with bright paper-soldier hats

- The standing lady opposite wears Heim's beach suit of tie-silk—a neat, flaring little coat, worn over a brassière and pareu. The hat is an umbrella-like rondelle of sipper straw. Hat and suit; Hattie Carnegie
- At the left, on this page, are two of Heim's practical bathing-suits of gay printed wool jersey, made by B.V.D. in this country. The upper one has a minimum-back brassière and pareu pantie. The lower one has a tunic that you can sling around you either as a cape or a skirt, and a pareu attached to its top by knots. From Saks-Fifth Avenue
- The two Heim shade-hats are of sipper straw, one of them crownless
- Below, Alix twists a huge gingham kerchief around your shoulders and midriff. The Arabian serouals are half blue, half black shantung



HORST, PARIS



JEWELS BY CARTIER



EASTERN SPLENDOUR

Frankly Hindu in design, exquisitely Oriental in workmanship—such are the jewels that Cartier is turning out to-day. The necklace worn by Madame Muñoz (left) is an example of this barbaric splendour. On one side, it's a mass of rough diamonds, fringed with pearls. On the other, it's lovely with red enamel and gold. The bracelets are carved and enamelled; the ring, bird-shaped; the earrings, gold flowers. Coiffure by Antoine. Fan from Marcelle Dormoy

Herz tosses together enormous stones, in one colour or myriad shades, so that they look as if they had been thrown haphazardly into a necklace or bracelet. In the flexible, flat necklace worn by Madame Max Ernst (right), masses of giant yellow topazes are linked so closely you can scarcely see the setting. The great gold bracelet, ridged into a crest, is studded with more enormous topazes. So are the ring and the clips, and all of them are shown in detail above



HORST, PARIS

JEWELS BY HERZ



CECIL BEATON

PRINCESS KARAM OF KAPURTHALA, WHOSE EXTRAORDINARY BEAUTY HAS MADE HER A CONTINENTAL LEGEND

Beauty in India

BY PRINCESS KARAM OF KAPURTHALA

WOMEN of India have had to borrow many things from the West to complete their make-up, but there are some cosmetics that we are able to obtain at home. "Kajal," for instance, a black pasty stuff for the eyes, is made of mustard-oil and kohl and is applied to the eyelids and eyelashes. Apart from being an important cosmetic in the make-up of the women of the East, it is supposed to be wonderful to keep out the strong glare of the tropical sun.

For their skin, Indian women use large quantities of almond-oil. Formerly, a smooth and shining skin was the thing to have, but luckily, that idea is dying out. Nepalese women have a special face powder made from wild berries; the colour is dead-white and not in the least flattering.

Very long and thick hair is still much admired; to keep it in good condition, mustard- and cocoanut-oils are chiefly used. The hair is generally worn with a large bun at the back, interwoven with sweet-scented flowers, but the modern women prefer it short and curled.

For their nails, Indian women use henna, and they also make all sorts of designs with it on the palms of their hands. In the hot weather, they put it on their feet, as it is supposed to have a cooling effect. Oddly enough, bright-coloured nails, which are now the rage in Europe and America, originated in the East, with the custom that the women had, and still have, of applying henna to their nails. It is of a deep orange colour and, once put on, is impossible to remove, remaining on for weeks at a stretch. Instead of soap, a yellow powder called "Baison," made out of ground gram, is used.

All the different marks seen on the faces of Indian women have some special significance. The red spot on the forehead, called "Tikka," is a sign of marriage. In the olden days, the married women had to have a similar spot on the middle parting, to show the difference from the unmarried girls, who can also have the one on the forehead. Widows are not allowed to have these spots. Another sign

EDITOR'S NOTE: This article is the first of a series in which the lovely women of various countries write of the ways in which they achieve their loveliness. As every nation has its own standard of feminine beauty, so does it have its own special beauty methods. While we may not wish to follow these ideals or methods, there are fascinating items which we may add to our own store



PRINCESS KARAM WITH H.R.H. PRINCESS ALICE

of marriage is a nose-ring. Sometimes, enormous round rings are worn, but most women wear just a little diamond, pearl, or ruby. Those of us who have been to Europe and are more up-to-date have given up this ornament. We are also supposed to wear a black spot on the face to avert the evil eye. The legend says that if anybody looks at you with evil intention or in a spirit of jealousy, this black spot will attract their glance and the bad luck will be averted.

A fairish skin or one the colour of ivory is much appreciated out here, so we are always bleaching. Lemon is the thing for this, but, of course, we have to get the Western bleach creams and lotions, as well. We do all that we can to avoid the bright sun; when I am in Europe, I never go to the South of France in the summer. It is strange to think of the hours that people spend sunbathing and tanning themselves in the West, whereas Indian women prefer to look as pale and white as possible, hardly using any rouge. Their make-up consists chiefly in the way they do up their eyes. They use Kajal for this, as I have already mentioned. A deep black line of this stuff is put on the lower eyelid and continued a little further to accentuate the shape of the eye.

The dress adopted by practically all the women is the "Sari," which consists of six yards of material draped around one and worn with a short-sleeved bodice. Those who remain in "purdah" sometimes wear flowing trousers, somewhat like the Turkish costume of the olden days, with a long shirt over them and a veil about three yards in length on the head.

Jewellery is worn chiefly on festive occasions, but married women are called upon to wear certain bits of jewellery all the time—bracelets, earrings, and nose-rings, and, on the more orthodox women, golden anklets on the feet. It has become a common custom for women to wear glass and ivory bangles, sometimes as many as twelve on each arm.

As for myself, I have tried to blend the best of the East and the West. Most of the (Continued on page 72)



CECIL BEATON

MRS. THEODORE ROOSEVELT



MRS. JOHN LAWRENCE

GRANDMOTHERS

ATENTION! Cinema Directors and Broadway Producers; all you who can suggest Motherhood to the unimaginative minds of the average audiences only by grey hair, a shawl, a feebleness verging on senility, I present to you the Grandmothers of 1935. And lest you, who may have a vague weakness for the Victorian Tradition that insists that a woman should lay aside youth long before her middle-age, may scoff, saying yes, yes, but these are the butterflies of the world, these are the pampered, sheltered darlings, useless as Mothers and negligible as Grandmothers—I will show you the truth, which is just the contrary.

These ladies are lovely, certainly; they are also fit, very, very fit; they are slim and agile and their muscles are hard and their health is good, but also they have done their jobs and done them well. They love their children, and they adore their grandchildren.



MRS. CHARLES LANIER LAWRENCE



MRS. CONGREVE JACKSON

They are active, responsible, gallant women. It does not trouble one of them more to lead the exacting life of the wife of a Colonial Governor, than it does to beat an active son at three sets of tennis; a second supports herself and others with a successful dress shop; another earns her living likewise; and a fourth and fifth are renowned shots, golfers, and horsewomen. Most of them keep pace with energetic, hard-working, hard-playing husbands and find time in-between to tell you how clever and fascinating their grandchildren are! And I may add they have no greater admirers than the young men and women who have obligingly qualified them for their title. Perhaps some day in the far future, they will come to a shawl and infirmities and even a stick, but I feel sure that when that day arrives, some one, younger than I, will point out their attractions as great-great-grandmothers.

ANNE TIFFANY

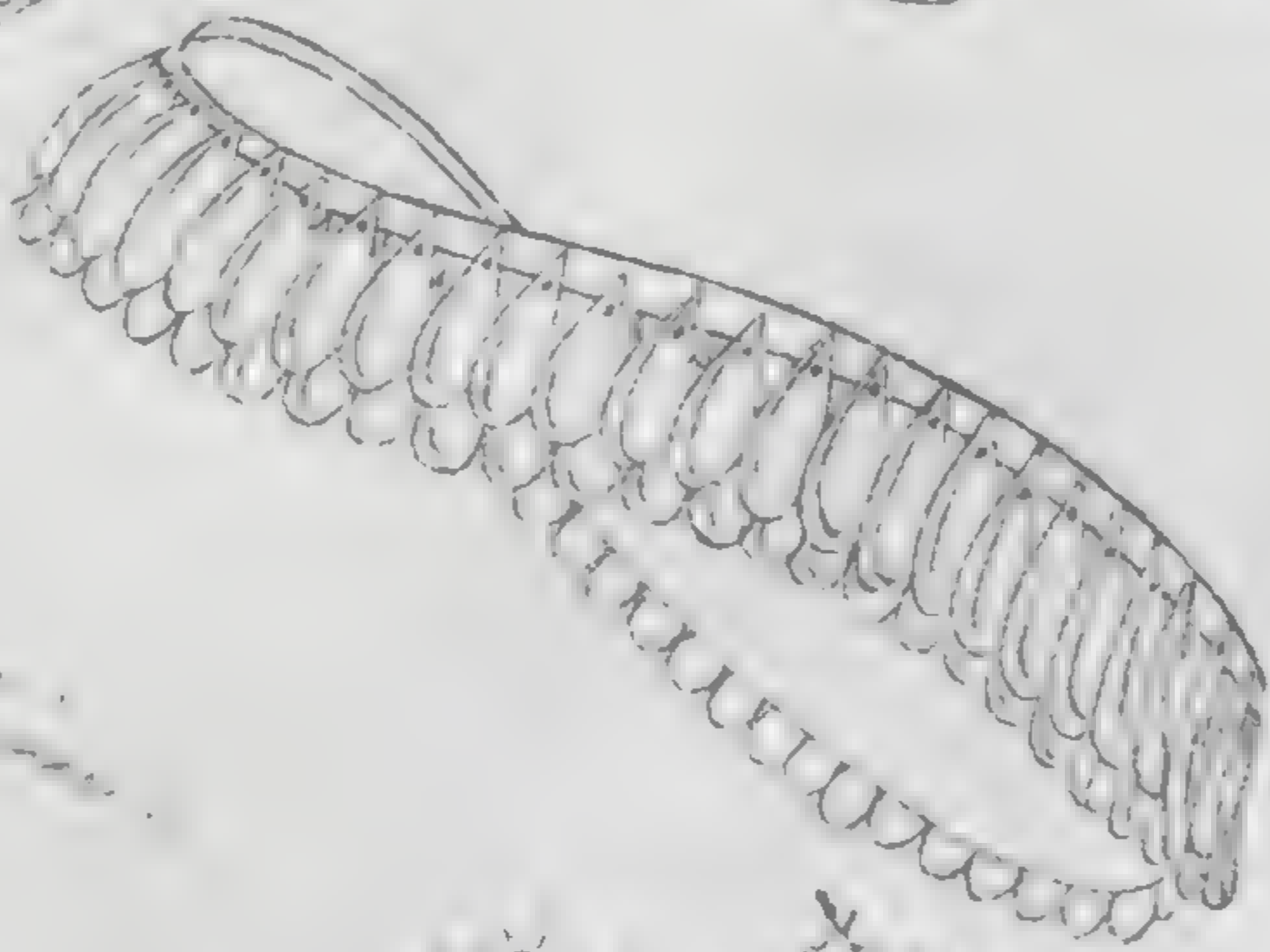


PRINCESS HOHENLOHE-SCHILLINGSFURST

Midseason Potpourri



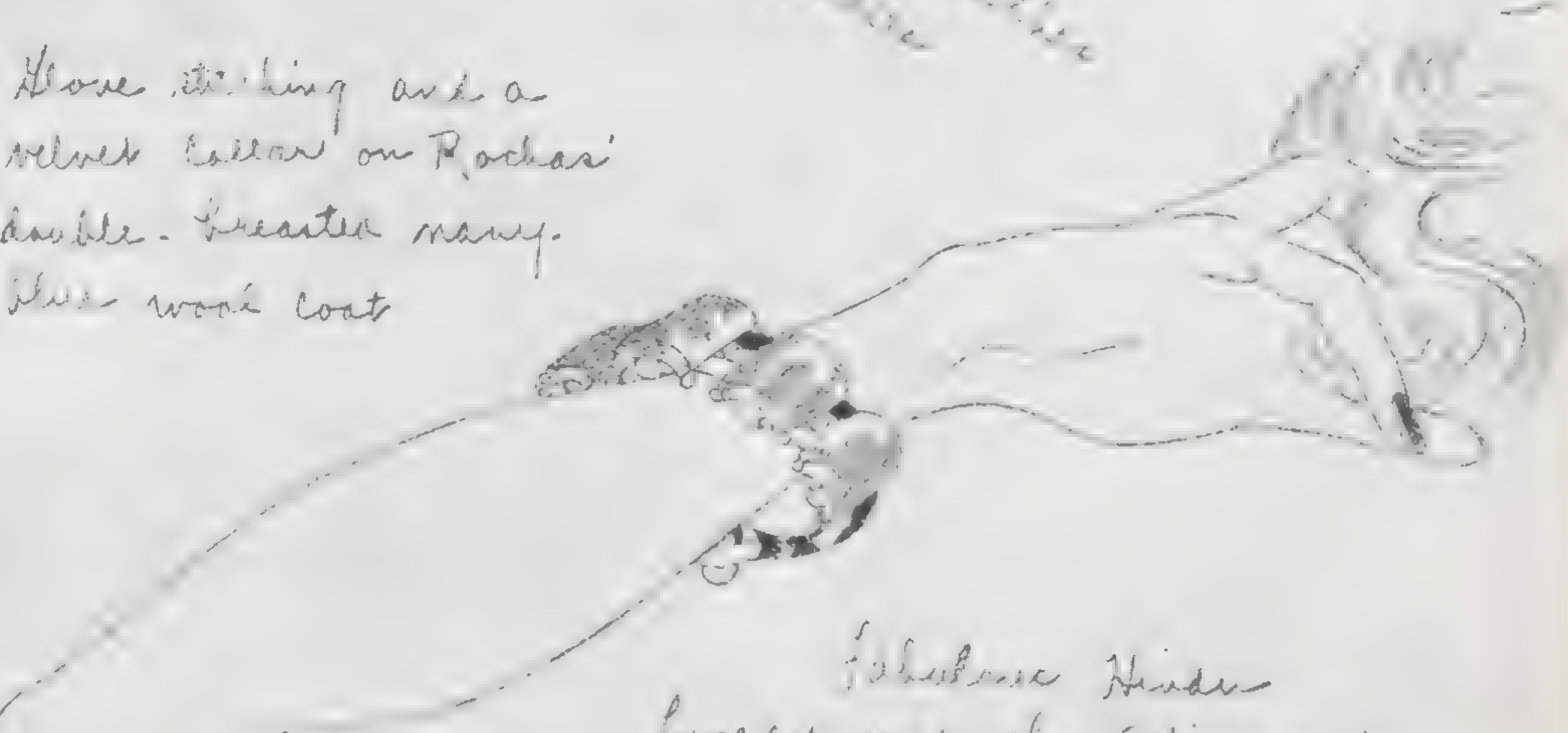
New evening head-covering
at Schinardi's
the long band
of silver paillettes



Headscarf with
wide band of
silver paillettes
also (stone). The second
kind is Pagnini
one - still novelty

Headscarf
with band
in fashion

Flare stitching and a
velvet collar on Rochas'
double-breasted navy
blue wool coat

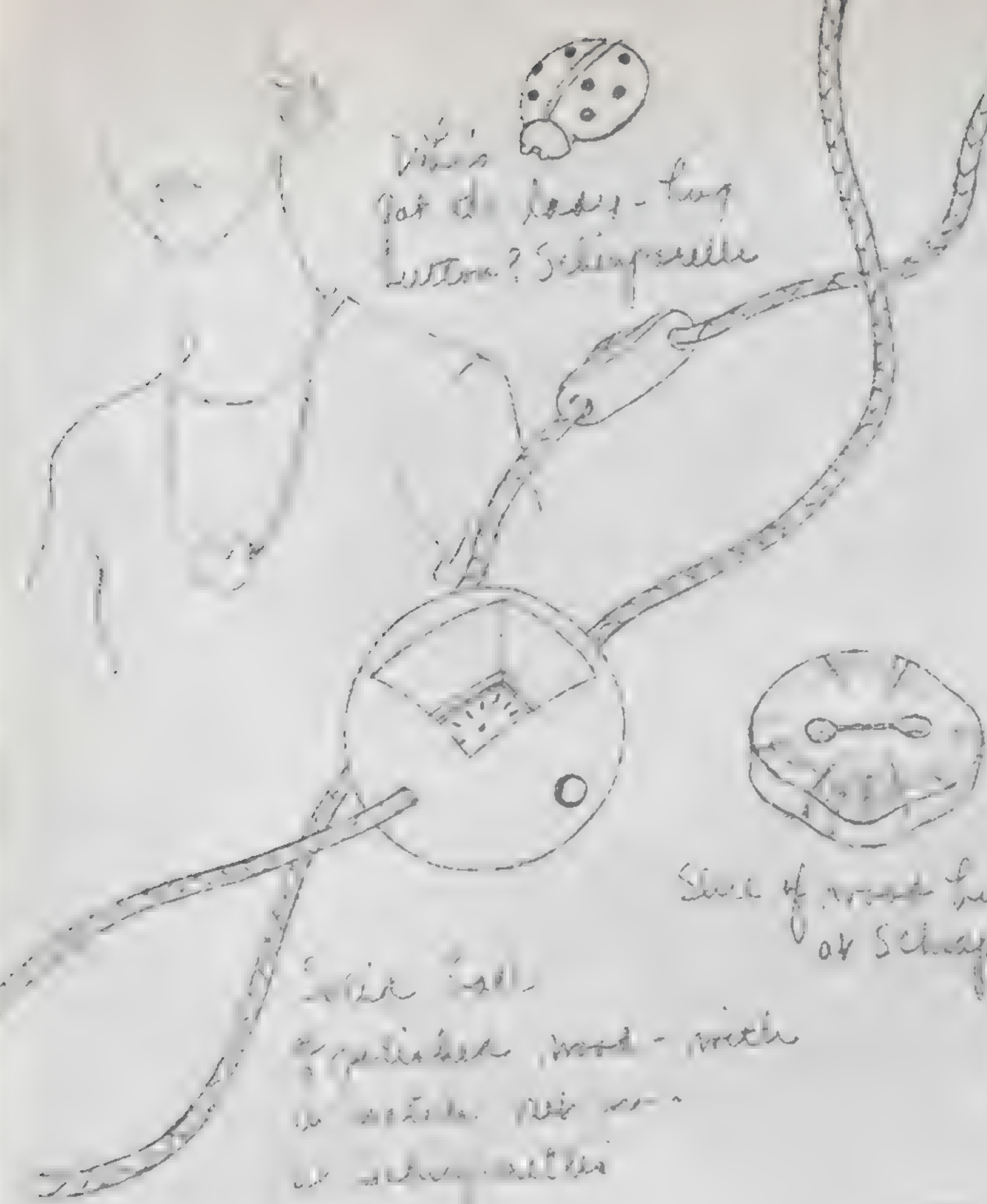


Exquisite Hindu
bracelet made by Schinardi
with silver metal bangles
strung on green and fuchsia satin cords

Velvet collar and
flared banding
at Rochas

What's
not de less - top
button? Schiaparelli

A modern slide fastener
beneath the seam
on Schiaparelli
Sundress



Small bell
spunished, wood - with
a metal ring on -
a Schiaparelli

Slide of wood buttons
at Schiaparelli's



Button back lining
shown in front.
Channel belt - with
pearls on every
strand

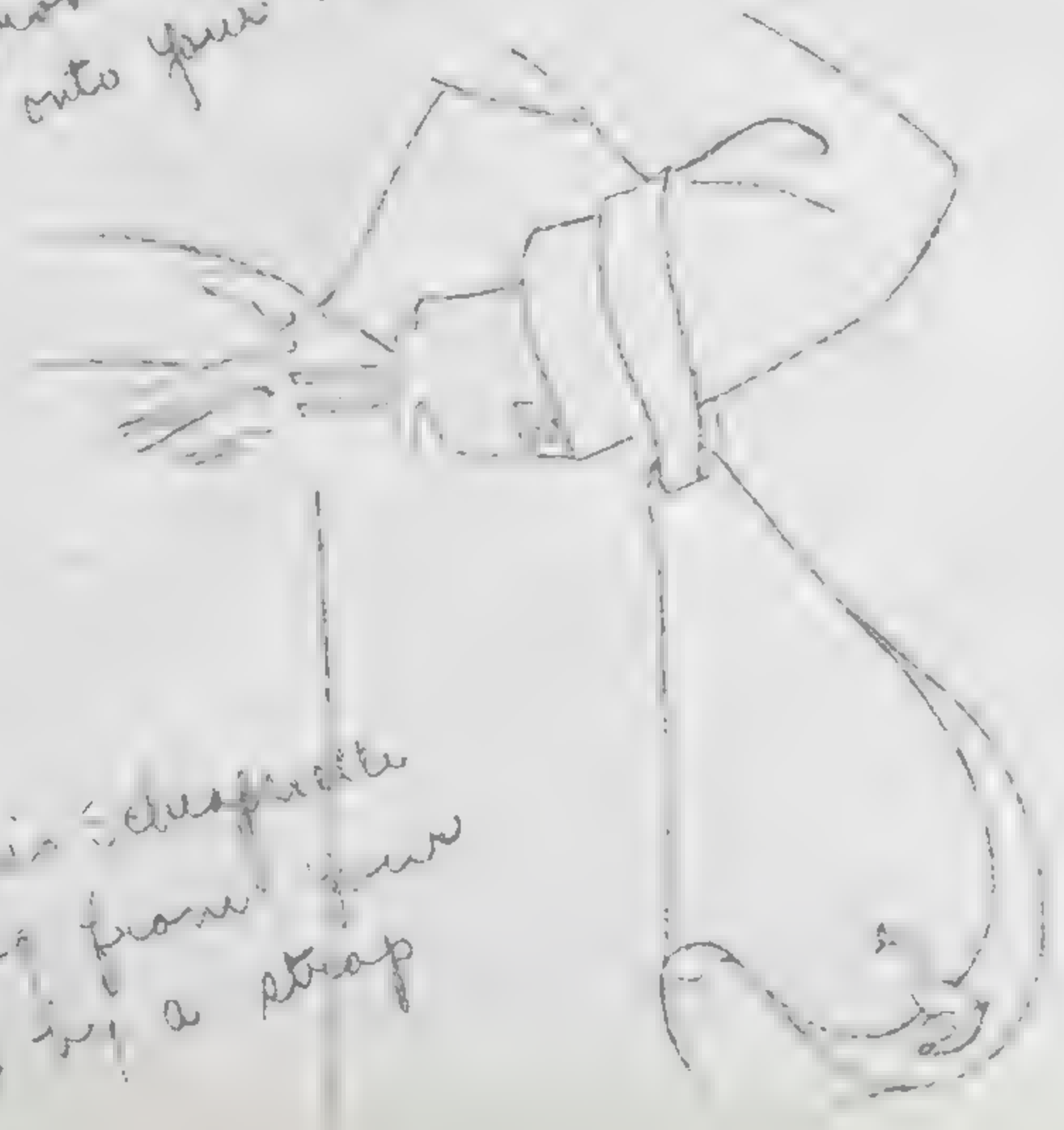
(Below) New bags at
Schiaparelli's. This one - a
siphon calf pouch



Wings chintz - down
from the window and
into your back. at Helwig



Paper! Cut out from
the print and inserted
on a cape. Maggie
Rouffie idea
(Rudolf Hornman)



Small Schiaparelli
all bag from your
neck by a strap

Very Hindu - chains
of copper beads
or gold hung by
gold wires - Schiaparelli

Jeffrey
May 1935



STEICHEN

TALBOT (SAKS-FIFTH AVENUE) • TALBOT (BERGDORF GOODMAN)

"Have you heard?"

• News travels fast! Whatever these ladies are discussing, it couldn't be more sparkingly new than their hats, by J. Suzanne Talbot. The one at the left is a feather-light pancake of effervescent white straw, with three cock feathers shooting over the side. The veil, purely decorative, turns up light-heartedly. Very effective is the pleated neck-line on the printed silk crêpe dress, which has red and blue leaves massed on a white ground

• Almost falling off the front of the second lady's head is Talbot's pill-box of shiny black straw. The ostrich tips project from the front like the light on a miner's cap, emphasizing the precarious tilt. A long veil, never meant to cover the face, trails from around the back. Mainbocher's black crêpe tunic dress has a twisted front décolletage and a dipping hem; also from Bergdorf Goodman. The jewels are from Técla

Discoveries in Beauty



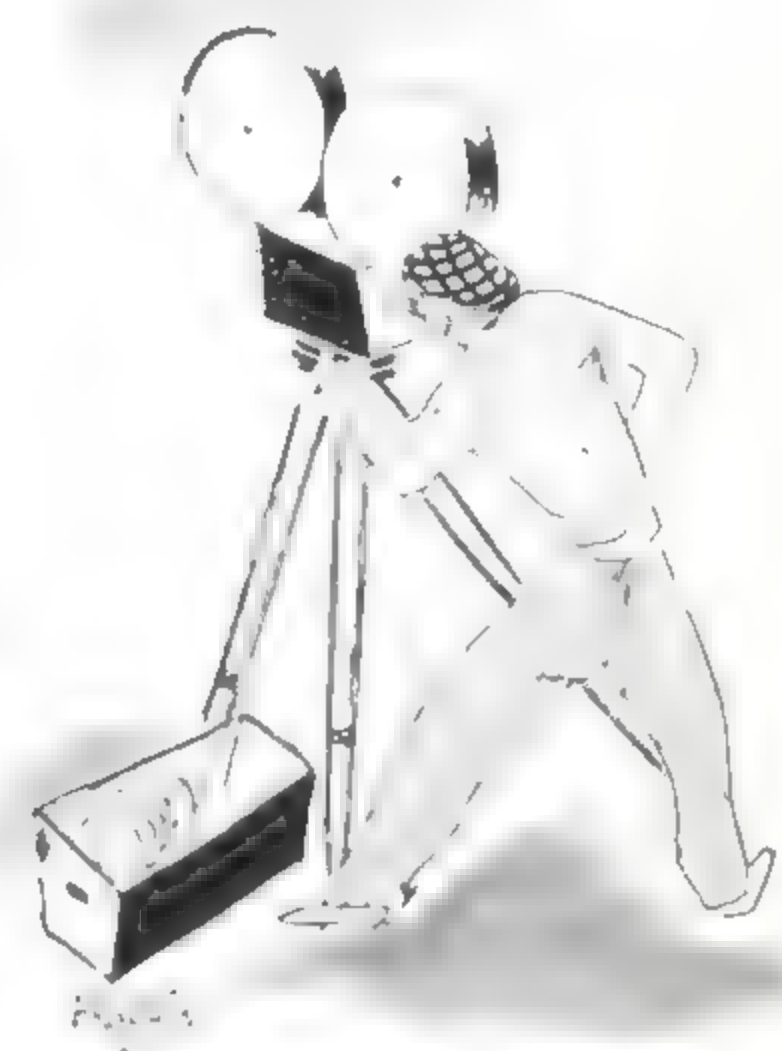
NUCHROMATIC screen and stage make-up by Elizabeth Arden! There is a tongue-rolling title for you, and let it be known that it heralds something new and wondrous to behold! There isn't a woman in the world who hasn't had the thought that, if she could make up as the stars do, she could sparkle the way they do, too. And now she can—and it took Miss Elizabeth Arden to bring it about!

This Nuchromatic make-up is very definitely a "special occasion" make-up—for your first appearance in a Greek-draped evening dress, for balls and fancy-dress, for the wave of amateur theatricals that is deluging the country, and, extraordinarily enough, for the beach, since the foundation is quite impervious to water of salt or other variety. Although the preparations are now being used in Hollywood for the screen, they are so new in their "off-stage" versions that they are just being ushered into the shops as you are reading this.

The application of this screen and stage make-up is a fascinating business. At the right, you can see the make-up as it progresses, and Miss Arden herself directed the steps of application when these photographs were taken. First, there is the foundation that gives an immediate illusion of velvet smoothness. You blend this carefully over the skin, then press a tissue lightly over the face, leaving a smooth mat finish—there is no "shine" to this make-up at any point. Then, you "model." This is done with a darker tone of the make-up foundation, and it is remarkable how two blended darker lines at the side of the nose will minimize the width of said nose, or a similar line soften the effect of a too-square chin.

The eyes are a very exciting part of the procedure, and for them there is something known as a "liner," which is an eye shadow of extremely light consistency. You blend the "liner" over the entire eyelid, fading it off into the brows, then use a second shade of "liner" (such as blue with brown) for accent. You outline the lashes with a black make-up pencil (this is the eye make-up step caught by the camera in the third photograph). Then, with a make-up brush and moist rouge, you place a minute dot of red to accent the inner corner of each eye. The final touch of eye make-up is really mascara, but that is reserved for the very end, after powder. Moist rouge is applied high on the cheek-bones—very little rouge for this ensemble, since the whole effect of this particular combination of make-up is to create a warm, ivory tone.

Powder goes on with cotton, carefully avoiding the eyes, and is blended to the skin with a squirrel-hair powder brush, another gesture which the camera caught, in the fifth of the snap-shots on this page. There are skilful tricks in the lip make-up. First, you outline the mouth with an indelible red make-up pencil (Miss Arden says to round the upper lip slightly instead of making obvious Cupid's bows), then fill in the outline with moist rouge, painted on (Continued on page 70)





LADIES AT LUNCH

BUFFET LUNCH on Sunday in the country, and clothes as casual and informal as those sketched above

- The young lady at the left picked an aqua-blue dress and cape of "Coulaine," topped by a Dubonnet-red figured crêpe blouse. You can have it, too, for under \$40; Milgrim
- We were entranced with the gay-coloured printed silk frock (centre) with its adjustable neck-line. And it costs under \$17; Jane Engel
- A white crêpe dress, a twisted blue and brown scarf, and a brown jacket make another distinguished costume. Rose Amado has it for about \$100

WEEK-END prelude, or lunch in town before dashing to the country

- Cool shades of pink and grey on a brown ground are the colours of the printed silk frock at the far left. Skirt and jacket both have a chic abundance of shirring; Sada Sacks
- The jacket of the pinkish-beige crêpe dress worn by the second lady captures the spot-light with its puffed sleeves, generous as a Gibson Girl's, but short enough to be cool, and wide revers and a lining of the same black dotted chiffon used for the blouse; from Rose Amado. These two dresses range in price from about \$85 to \$95

GAY LUNCHES and serious bridge are two excellent reasons for indulging in the frocks at the right

- The first frock is of grey-and-white striped novelty cotton, as simple and disarming as can be, but incredibly becoming and refreshing. The voluminous peasant sleeves are tucked at the shoulders. You can get it at Saks-Fifth Avenue for around \$45

- Pink cotton lace is impeccably tailored in the two-piece dress (right), to make a formal, but not too garden-partyish sort of frock. A huge posy flattens the neck-line. It's priced about \$85, and you can get it at Mary Walls



PICNICS—midsummer madnnesses no one enjoys as much as your offspring, who can't live without them. Tubbable clothes like these (left) help you to brave the inevitable

- The young man, himself, favours natural linen shorts and a blue-and-white cotton shirt; Saks-Fifth Avenue
- Mother wears a green-and-white two-piece frock of Du Pont "Acele," cut for coolness and comfort (qualities that will endear themselves as the picnic wears on); from The Tailored Woman
- Her obliging friend chooses a pink Crown Rayon dress; Bonwit Teller. Each of these dresses costs under \$23



GEORGE PLATT LYNES





VOGUE'S *finds of the fortnight*

- On the opposite page is a woman who is looking her best because she recognizes two great truths: first, that town or travel clothes for summer must be smart enough to wear in the autumn, without looking last-seasonish; and second, that fabrics are as interesting and important as the lines of the frocks themselves. (Besides all this wisdom, she knows how chic it is to wear a bunch of fresh daisies.) The frock, itself, is of satin-back crêpe, in black, navy-blue, wineberry, or violet. Lord and Taylor; \$30
- The first frock on this page is of heavy sheer silk crêpe. Graduated tucking adds chic to the blouse and pleats to the full skirt—nothing is newer than pleated skirts. Franklin Simon; \$25

- The second frock on this page is of sheer crêpe, with a satin turtle-neck. Its deep armholes and front drapery will look as smart in the autumn as they do now. Milgrim; \$35
- A new and unusual fabric, which looks a bit like matelassé, is used for this colour-contrast suit-frock (third figure). The top of the one-piece dress is in Dubonnet, white, or chamois colour—the skirt is in black. Jay-Thorpe; \$35
- A sheer crêpe that looks like duvetine, paper-thin though it is, is one of the charms of the last frock. Other charms are the three-quarters length sleeves, the shirred blouse, and the front fullness in the skirt—all important details. Bonwit Teller has this adaptable model; \$25

Where to purchase—No matter what part of the country you live in, you can buy Vogue's Finds of the Fortnight. On page 78, there's a list of the shops that have these models. If no shop in your city appears on this list, write to Vogue, 420 Lexington Avenue, for the name of a shop that is located near you



CECIL BEATON

IMPROMPTU ENGLISH PICNIC

Picnicking in Mr. Cecil Beaton's garden at "Ashcombe" are the Hon. David and the Hon. Anthony Herbert (sons of the Earl of Pembroke), Lady Bridget Parsons, Miss Diana Cavendish, Lady Caroline Paget, Miss Teresa Jungman, Miss Tilly Losch, Mrs. Shevlin Smith, and Mr. Beaton

SUPER-PICNIC FOR THE HOSTESS



MR. BEATON'S photograph of picnicking on the greensward under a lavish spread of blossoms—that alluring picture on the opposite page—inspired us to plan a picnic of our own—one absolutely free of visible wax-paper, peanut-butter sandwiches, hard-boiled eggs, or ants—we hope. We are going to invite all of the friends who heretofore have been “busy” every time we suggested a picnic, and we are not going to invite any of the friends who love to get near to Nature and cook without utensils over an open fire.

We are going to indulge our Epicurean fancies and transport our favourite dishes and favourite drinks to our favourite haunt and have them served in a manner not to interfere with our leisure, our comfort, or our appetite. We will have none of this business of unwrapping innumerable sandwiches, only to find that they are just the same as the last three we ate. In fact, we won't have any sandwiches at all. What really is in the back of our mind is a modern *fête champêtre* with soft music in the distance, lambs in the background, fountains playing, and hoop-rolling on the lawn—if we could find such a setting or knew how to roll hoops.

The first consideration in our mind is the transportation of food. We chose a Ford station-wagon, the newest, largest, and most highly varnished, to give tone to the picnic from the outset. The guests may arrive on bicycles, but the food, which we have kept up to the highest standards, must arrive in state. A man servant is to drive the car to its destination, change his chauffeur's outfit for a double-breasted black alpaca coat with nickel buttons (even such small details have been given careful thought), and serve from the back of the station-wagon, which has been let down and converted into a buffet. It would take a second Gilli-Gilli the Magician to perform all the service tricks that are expected of this man, and, if we can't find one, we will take our butler along on the box, with the chauffeur.

Every luxury and comfort for outside dining are packed into this station-wagon. Wicker

is the key-note of the picnic luggage. It is light enough to be packed and unpacked by one person; it has a certain gentleness about it that fits in with the spirit of our picnic; and, perhaps more important, it keeps glasses, bottles, and similar things from breaking to bits.

First to go into the station-wagon are the folding wicker chairs with cushions, from Elsie de Wolfe—just three or four of them for the guests who are going to hold us to our promise of complete comfort and who won't understand the luxury of lying on cushion mattresses on the ground. (These mattresses can be packed in the station-wagon last and placed wherever they are most needed to keep things from rattling around.)

Next comes the wicker wheelbarrow-bar (shown in the sketch at the lower left; it's from Carol Stupell), which is going to solve all of our liquid problems. It carries cocktail, high-ball, wine- and water-glasses; bottles of wines and liquors; and a large ice-container, all held securely in wicker rings, so that they will arrive unshattered, without any packing at all. The glasses have the additional protection of wicker bases, good and broad to keep them from turning over, if they are set down on the ground. The man servant can wheel his barrow around to wherever the guests have found their comfort and mix them the drinks that they desire.

A large wicker hamper carries the less perishable food—Bel Paese cheese and the water-biscuits and crackers to eat with it; French dressing in a mason jar; buttered beaten biscuits in a tin; toasted strips of bread; a small jar of chopped eggs, and another of chopped onions, for the caviar; a jar of cream cheese and chives; and a tin of oversize pecans. This hamper is deep and broad, and under the food we shall pack the polished wooden plates, wooden platters, wooden salad bowl, and serving implements. We'll also take along a glass pitcher for our white wine punch—very important, because part of the flavour of a punch lies in being able to see the fruits. The napkins and gay woven Cellophane table-cloth (from Carol Stupell)—which we will spread on the ground for the guests who get that near to earth—will go in on top.

Our wicker tea-basket carries the cups and saucers, knives, forks, and spoons, tea, (Continued on page 78)





BACK VIEWS OF THESE DESIGNS ARE SHOWN ON PAGE 80

NEW DESIGNS

A "wash dress" used to mean a tennis dress, or something equally simple—seldom a dress that was terribly smart. Now take a look at these two pages. Aside from their individual charm, all the dresses shown have one great beauty in common: they all wash—over and over again. Some even improve with washing. Printed cotton, for example, actually seems to enjoy hot weather, so if you make the first frock (No. 6928) of blue-and-white La Chine muslin from Matthew Ryan, you'll have a summer standby for every informal occasion. The sleeveless dress next to it, with the flattering cape collar, is especially smart of Robert McBratney's pure Flaxguild linen—as cool as a cloud, and much more durable





- FROCK No. 6928, with its ruffy sleeves and collar, is designed for sizes 12 to 44
- FROCK No. 7004, which can be made long-sleeved, is designed for sizes 14 to 44
- ENSEMBLE No. 6995, four-piece and useful, is designed for sizes 12 to 20; 30 to 38
- FROCK No. 7017, with buttons marching down the front, can be made long-sleeved and collarless. Designed for sizes 12 to 42
- FROCK No. 7020, with its many pleats, is ideal for golf. Designed for sizes 14 to 46
- COAT No. 7033 is flaring, casual, "Easy-to-Make." Designed for sizes 12 to 42
- CHILD'S FROCK No. 2013, which has panties, is designed for sizes 2 to 8
- FROCK No. 6903, its divided skirt hidden by a pleat, is designed for sizes 12 to 40
- JACKET AND SLACKS No. 7016 is easy to make. It is designed for sizes 14 to 42
- EVENING FROCK No. 6926 has flaring princesse lines. Designed for sizes 12 to 40

TO WEAR AND TO WASH

• The dress at the upper left (No. 6995) is a combination that will simplify life from June to September. Over a playsuit in a bright colour is buttoned a bolero and a skirt in white. Make it of Fashionlyn, a linen, Sanforized-Shrunk cotton from Mahler Textiles. A perfect tennis dress is Frock No. 7017, and very easy to make. Of Pickwale, an Ameritex Sudanette ribbed cotton, it will weather the most active summer beautifully. Its companion in sports is Frock No. 7020, for which W. E. McKay's Sportsan seersucker is a charming and invincible fabric. The coat next to it (No. 7033), when made of Erlanger Blumgart's Everfast peasant linen, can be tossed into a tub as though it were a linen dish-cloth

• Naturally, the very young must have washable frocks. Particularly attractive is No. 2013, of flowered Betty Belle Dimity, from Fred Butterfield. Frock No. 6903 is both practical and smart for active sports, made of Pic Pon, a corded cotton from Arnold Sales Corporation. Jacket and slacks outfits are a summer necessity for most of us. No. 7016, of Wamsutta sail-cloth, will be equally happy on the beach or washing the dog—and will rise triumphant from the laundry. And imagine being able to throw your pet evening dress into the clothes-hamper with perfect abandon! You can, if it's No. 6926, of Marshall Field's permanent finish Shadowlane organdie, in a distinctive blue-and-white plaid





SHOP-HOUND TIPS FOR DOG DAYS

Toy-shops are peculiarly fascinating to the average human. To the young, they represent an unattainable Paradise—imagine living in one! To older humans, they work a sort of reminiscent magic. If you want to prove this stirring philosophical theory, go to Educational Playthings, Inc., at 20 East Sixty-Ninth Street. You'll be begging to stay at closing time. Because they're called Educational, don't think that these playthings are for problem children or infant prodigies. Each toy has been worked out with a view to making its young owner better informed, better coordinated, more skillful with his hands, or healthier—although, thank goodness, the child only knows that the toy is fun to play with. There are toys at this shop for every age and to suit every possible temperament.

For instance, if one of your offspring has a passion for pulling things apart (a fairly universal urge), you can find playthings here that were made to be pulled apart—and put together again. It seems a little like cheating the young, but it does make life easier.

And there are Noah's Arks, rocking-horses, puzzles, and books, quite in the old-fashioned way; but they are brighter, gayer, more irresistible than they used to be—and we aren't getting senile, either!

The Tower Gym (it's at Educational Playthings) will probably throw you into a fury because no one invented it when you were little. It is a rectangular wooden structure, with two storeys, the upper one of which is reached by climbing any of the ladders that go up the four sides. The top deck is so protected by bars that it would be practically impossible for a child to fall off it. You can imagine the number of things for which this gym will be made to serve—a house, a fort, a covered wagon, a circus, or a ship—(one of the ladders is a ship's ladder), besides about a thousand things that you're too dull and adult to think of. It is made in four sizes, the smallest four feet high, costing about \$40, and

the largest seven feet high, around \$90, and it drives parents, doctors, and nurses wild with delight, not to mention the children.

There's a new, little gift shop at 860 Madison Avenue, called Marie-Berry, Inc., full of things that you'll want to have some one give you. Mexican things, for instance, that are gay and somehow especially summery. There are, in particular, some Pig Banks that you might try putting on the telephone-table, to see if you can waken a spark of honour in those week-end guests who keep making long-distance calls on the house.

Madame Victorine Bourie used to make exquisite blouses with the finest of French seams and buttonholes that were beautiful in themselves, at her shop, Victorine Bourie Blouses, on Madison Avenue. Now she has moved to 37 West Fifty-Seventh Street and is making dresses as well as blouses in the fine French manner. Her sister in Paris sends her new models and samples on every boat, and her studio will be open all summer. Madame Bourie's prices start at about \$32, depending on the material; for example, a lovely printed chiffon dinner-gown will cost in the neighbourhood of \$35.

Horne Movie Service, 342 Madison Avenue, is not only a movie service par excellence, but a hope-and-sanity restorer to the modern world. This company will project sound or silent movies for you at your own house, thereby releasing a lot of Mickey Mouse inhibitions (due to the fact that some people never get enough). They will take colour and sound pictures of your heir's commencement or your daughter's wedding, or, in fact, 16 mm. movies of any event. Besides this, they face facts. They realize that there are inveterate amateur movie makers, and for these they not only provide equipment and develop films, but will edit your films, cutting the poor parts, and titling them, making it gen-

erally possible for you to show your dinner-guests your trip to Alaska without losing their respect and affection. And don't forget that since Kodachrome, the new colour films, have been put on the market, you can have colour movies without mortgaging the old homestead.

At McCreery's Beach Shop, there are several things you should know about, terry-cloth beach robes in lovely colours, for instance, with hoods to keep the sun off your hair. These cost about \$5. Also, you can get a perfectly colossal towel with your monogram in colours to match the robe, for the incredible sum of \$2 or thereabouts, and smaller initialled towels for around sixty-five cents. If you have any beach life at all, these items should stir you. McCreery also has dark glasses with white rims—very smart—; Cellophane beach clogs with cork soles; and Tahitian pareu suits in blue-and-white printed cotton with shorts that drape intricately about your figure—and let's hope your figure can take it. These cost about \$4 and have allure.

Panamas are synonymous with summer—but the sight of your last year's Panama when it comes out of the hat-box is generally enough to make you go away quietly and cry. Don't give way to depression, however; take the dreary, grimy, outmoded object to R. H. Oetting, junior, 210 Fifth Avenue. He will clean it and reblock it and give it new spirit for the summer season. Also, he has some grand new ones, if you feel that way about your summer campaign. His skill will delight you, and his prices will surprise you. They are a little bit better than moderate.

Miss Pusey, proprietress of the Pusey Gift Shop (14 East Fifty-Sixth Street), has spent some twenty-one years in New York, thinking up unusual gifts for its inhabitants. Her lavender ladies—chiffon dolls, filled with lavender (Continued on page 74)

your COSMETIC PORTRAIT for summer



OUT on the gold sands of Malibu and high in the White Mountains . . . at Biarritz and Cap d'Antibes—the faces you remember are living portraits by Helena Rubinstein. Cool, elusive faces in the most delicate nuances of color. Vivid, stirring faces in bright harmony with the summer scene. Faces whose individuality is so startlingly depicted they tease the memory forever.

Create a living, unforgettable portrait of yourself—dramatize your personality with Helena Rubinstein's vibrant, thrilling cosmetics. Her powders become a part of your skin. They veil you in enchantment. Her rouges are the bloom of fresh young beauty. Her astounding lipsticks embody the very gleam and glow of youth!

Cosmetic Portrait of the "Exquisite Flower" Type

Cheeks in delicate Peachbloom Powder—and gay Red Coral Rouge. Lips, Red Coral, too. Eyes in Blue Persian Mascara and Iridescent Eyeshadow. © 1935, H.R. Inc.

Cosmetic Portrait of the Dashing Summer-Girl

Cheeks in the new dusky Terra Cotta or radiant Mauresque Powder and gorgeous Terra Cotta Rouge. Lips in striking Red Poppy. Eyes in Blue-Green Persian Mascara and Iridescent Eyeshadow.

The Perfect Background for Your Cosmetic Portrait

Keep your skin cool, fresh and beautiful with this perfect little beauty treatment: Cleanse with Pasteurized Bleaching Cream—bleaches as it cleanses. 1.00. Or, use Herbal Cleansing Cream Special—it brings a new bloom to dry, parched skin. 1.50 to 7.50. Nourish with Youthifying Tissue Cream. Corrects dry skin, lines, crows'-feet, squint lines, 2.00, 3.50. Tone with Skin Toning Lotion—closes pores. 1.25. Or, for dry, sensitive skin, use Anti-Wrinkle Lotion (Extrait). Also marvelous for tired eyes. 1.25.

Helena Rubinstein Beauty Preparations
at her Salons and all smart stores

helena rubinstein

8 East 57th Street New York

SALONS IN: Paris • London • Detroit • Chicago
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To Tan

—a smart golden tan, use Helena Rubinstein's new Sunburn Oil. Prevents burning, blistering. Wards off insects. .60. Special Strength, 2.00.

—or Not to Tan

Protect, beautify with Sunproof Cream. A most important beauty discovery. Neutralizes the actinic rays which burn and age the skin. Feel it seeping in. Watch your skin becoming smooth and radiant. It prevents and conceals lines. Keeps the skin fine-textured. Also a beautifying foundation. 1.00. Special Strength, 2.00. Water Lily Snow Lotion—Cool, flattering foundation for the face, neck, shoulders and arms by day or night. In the new Terra Cotta, Peachbloom and Rachel. 1.50.

Powders. Clinging. In flattering, exclusive tones. Textures for Normal, Oily, Dry skins. 1.00, 1.50, 3.00 to 5.50.

Lipsticks that give your lips lustre! In new jewel-like containers. Golden Automatic, 1.00. Water Lily Grande, 1.25. Rouges to harmonize. 1.00, 2.00, 5.00. Persian Mascara—won't run or smart, 1.00. Iridescent Eyeshadow, 1.00. Eyelash Grower and Darkener, 1.00.

Luxury Tubbing

Enchanté Bath Essence—Exhilarates! Lifts away the tired feeling. Smartly, hauntingly fragrant. 2.00, 3.50.

Enchanté Eau de Cologne—Pungent, invigorating body rub. More like a perfume! 1.50, 2.00. Bath Powder—A veil of fragrance. 1.00, 1.50. Water Lily Deodorant Talc. 1.00.

When You Run Into Town Come to the Salon

Have an interesting new Cosmetic Portrait created specially for you. Arrange for a Beauty-Lesson Treatment, too. So wonderfully refreshing and so full of priceless ideas for your home beauty care. Individual advice and help without obligation. Ask about the remarkable new discovery for removing superfluous hair.

Write for Helena Rubinstein's latest brochure "Your Cosmetic Portrait." It describes the fascinating new art of modelling your face—interpreting your personality, with make-up.

make this *Exciting*
Kitzbühel Sportdress
 of **GOOD SHEPHERD'S**
new Chalk Bouclé



Designed by MARION KNAUER

Take your choice... knit or crochet this delightful Kitzbühel sportdress, which has its source of inspiration in the little Swiss-Alp village of Kitzbühel.

Chalk Bouclé is a new yarn with excellent draping qualities, texture-interest, and a dull finish, marvelously enhanced by its softness, coolness and complete wearing comfort.

Of the twenty-seven subtle shades of Chalk Bouclé, Sandeen, a neutral tan, was selected for the base color, and a distinctive plaid was created with Inca brown dominating and Alpgreen for an accent. Wear a soft crushed leather belt and repeat either color in the plaid.

SEND FOR COMPLETE KNITTING DIRECTIONS:

"Easy to Knit"
GOOD SHEPHERD
fingering Yarns

are indispensable for your knitting and crocheting success. Write for name of nearest dealer and complete directions, indicating whether you wish to knit or crochet the Kitzbühel as illustrated. " " " Our Service Department will gladly help with any of your knitting problems. The Shepherd Worsted Mills; Manufacturers of Quality Fingering Yarns; Newton, Massachusetts. New York Showrooms — 1333 Broadway.



**DISCOVERIES
 IN BEAUTY**

(CONTINUED FROM PAGE 59)

with a lip brush, the final step that you see in the series of snap-shots. And there you are—*ravissante!*

The Elizabeth Arden Nuchromatic Make-Up Foundation is put up in tubes and jars and is in a wide variety of shades, and the fascinating brushes and pencils are all part of the series. The various items aren't expensive, and everything in the make-up seems to contribute its own bit of glamour to the whole.

• Have you ever used an electric comb? Well, we have, and it is fun, aside from the good that vibration does your scalp. The comb was Evan's Electric Comb, and a neat contraption it is, too. A small but efficient battery is contained in the handle, and, after you have combed your hair for a few minutes every day, you begin to feel the pleasant glow of increased circulation. All of us know what massage and vibration accomplish in creating health, strength, and beauty for our hair, but very few of us do anything about it consistently. Now, you can sit calmly at your dressing-table and comb your hair like a mermaid with the Evan's comb and have an invigorating treatment without any exertion—the kind of service we all seem to be looking for in this day and age. You can buy Evan's Electric Comb for a very nominal price at various New York shops.

• If you are an ardent mascara user, you know what hard usage a mascara box gets. If you are a Maybelline follower, you know what a remarkably satisfactory box the red-and-gold metal case is—built to last forever. But what is the good of a case that lasts forever when the stuff inside is gone? Naturally, we only ask ourselves such questions so that we can answer them. And the answer to this one is that the May-



ANDERSEN

Yardley's capacious beach bag is water-proof, convenient, and very complete in equipment

belline Company has provided refills for this case that are as convenient as they are economical. The refill is a complete inner tray, with a cake of Maybelline mascara and a new little eyebrow brush, and the whole business costs less than forty cents. Maybelline mascara is made in blue, black, and brown, endures beautifully, and doesn't hurt your eyes. You can find the new refills wherever you find Maybelline, which means in stores all over the country.

• New sunburn preparations keep popping up every time we turn our heads. One of the recent good ones is Daggett and Ramsdell's Sun Lotion. This is a faintly perfumed emulsion—the type that proved much the most successful and popular on the Riviera last season for acquiring a café-au-lait grade of tan. And thank heaven for the "faintly perfumed"—no more going about smelling like a cup of cocoa or oil for salad this summer!

• Another good investment is the Gaby Suntan Lotion, one of our tried-and-true favourites. It is barely discernible on your skin, yet it seems practically impossible to get sunburned, and tan progresses in nice even stages. The Suntan Lotion is one of the Gaby cosmetics that are made in Philadelphia and which are to be found at the leading stores in Philadelphia.



NELSON

This is Schiaparelli's gift or guest set of the Schiaparelli's scents in a new version of the famous cork box; in smart shops

Elizabeth Arden's Sun-Pruf Cream will prevent a nasty burn!



● *Ardena Sun-Pruf Cream* prevents burning. Applied lightly, it enables you to achieve a rich, uniform tan. Applied lavishly, it preserves the natural color of your skin. And the best of it is, it's a vanishing type of cream completely invisible—not at all messy. \$1

Ideal Suntan Oil keeps your tanned skin soft, supple and uniformly tinted, happily free of that dry leathery look and rough texture. \$1

Ardena Protecta Cream in rachel shades is a joy. It's waterproof and quite definitely keeps you free of those annoying freckles. \$1.50

Summer Shades of Illusion Powder are perfect for summer skins. If you want to look tanned, try *Mat Fonce* before a slight flurry of *Rosetta Bronze* for day. For evening you'll adore the effect of bright *Lysetta* glowing under a dusting of *Mat Fonce*. \$1.75 and \$3

Elizabeth Arden

6 9 1 F I F T H A V E N U E , N E W Y O R K C I T Y

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URNS WITH A GOURMET

ONCE, long ago in our giddy youth, we walked out of Deux Magots in Paris with an ice-bucket hidden under our coat, because we adored it so that we couldn't bear to part with it. The only time since then that we have contemplated any restaurant's equipment with an acquisitive eye was when we first saw the little carafe in which Dubonnet is served at the Waldorf-Astoria. The carafe holds about two glasses of Dubonnet and rests in a little metal rack in a nest of closely packed shaved ice. Lots of people like Dubonnet frappé and sipped through little straws, but we like it best ice-cold, but without any ice in it. It is one of the most refreshing apéritifs there is of a summer's day, and it always makes you think nostalgically, but happily of France. You encounter it all about town before luncheon these days, and if you haven't tried serving it as an alternate with Martinis, do on the next warm summer's day, and see how guests beam. And if you find yourself sitting in the sun at a sidewalk café or serving tall drinks in your garden, try Dubonnet à l'eau, in the French manner—which is Dubonnet, ice, and Seltzer. It is freshening, but doesn't make you want to go out and go places on a hot day.

- The other night we went to a party, and there was only one thing to drink before and during dinner (which was really a buffet supper). The drink was Danish Akvavit, entirely new to us and grand. It was served ice-cold, in small glasses, and you dashed it down in one swallow—no sipping. If you want to sip something afterwards, you had beer. In case you don't know, Akvavit is a crystal-clear liquid that tastes faintly like caraway. It was particularly good with the open-faced sandwiches, which appeared in almost incredible variety at this party and which, it seems, are typically Danish. One variety that especially drew us was an oblong of bread buttered and neatly covered with the thinnest slice of smoked salmon. On top of this was a strip of unsalted scrambled eggs flanked on both sides with sprigs of watercress. When we got Akvavit for ourselves, however, we found it was as satisfactory before luncheon or dinner as it was with buffet—and especially for those who happen not to like mixed drinks. Akvavit must be as cold as ice when it is served; probably the best thing to do is to keep a bottle in the refrigerator once it has been opened. This drink hasn't been around much, so it is fun to serve it. We located our supply at Macy's.

- A thoughtful guest recently arrived bringing with her what we considered practically the top for a little *Geschenk* for a week-end. It was a gift chest from Nata Lee, the sort with drawers that pull out, usually to reveal stockings or handkerchiefs. Only when you pulled these drawers, they were full of cookies, stacks of them in rows. And there were several cookies in each stack, because they are thin as a knife blade, which is the way we think cookies should be, anyway. There are seven different varieties including ginger (delicious!), butterscotch, and nuts. The lower drawer is filled with chocolates, tiny ones of the bitter-

sweet variety that include some baby mints with a creamy mint filling that is very special. If you don't want chocolates, you can have undipped caramels instead. Or you can have a bigger chest with nothing but the cookies in it. People love these for the country, because the cookies are the kind you can have with dessert at dinner, for tea, or the children's supper, and they keep fresh for days. The Nata Lee chests are in two sizes, with cookies alone or in combinations of cookies with chocolates or caramels. You can order by telephone in New York, by calling TRa-falgar 7-8132, or write to Miss Lee at 145 Hale Avenue, in White Plains. Of course, these assortments can be shipped anywhere by parcelpost.

- The following information was assembled especially for those whose days are spent down in the Wall Street region, although any one who has a telephone is welcome to it. Every so often you, down in the high-walled heart of the financial region, beyond convenient range of up-town shops, are assailed with the realization that your partner's wife is sailing for around-the-world, or you are starting off on a long week-end without anything except yourself to take to your favourite hostess. Well, you can call somewhere and say, "Get a bon-voyage basket over to the *Île de France*," or "mail some candy to Mrs. X—." If you are the kind of person who would do that anyway, that's all right. At least, we can drop it there! But if you are one to think how pleasant it would be to go into a shop yourself and pick everything to go into a bon-voyage basket or to discover some *bonnes bouches* that may be new—even to a favourite hostess!—then look up the Terminal Nut and Fruit Shop at 45 Maiden Lane. Why it calls itself the Terminal, we don't know, except perhaps that it's convenient, but it is a tiny shop with an impressive array of fruits to select from and any number of discoveries to be made among its packed shelves. And the prices for most things are so moderate that you pinch yourself.

For one thing, all the nuts are roasted in a little place over the shop, to your individual order. You have to give one hour's notice, and the nuts come out crisp, fresh, and hot. The mixed nuts cost under seventy cents a pound, and the huge pecans (all roasted to order) about a dollar and a quarter. We wouldn't mislead you in this, however. All the nuts are roasted in coconut-oil. If you demand butter, you have to go elsewhere and pay lots more. The jumbo unbleached pistachio nuts cost under seventy cents a pound.

The last time we were peering about in this shop, we found several things that pleased us extremely. One was celery knobs put up in glass. We have loved celery knobs in salad since childhood days, and we are so glad that some one has thought of putting them up in glass for us. Others were delicious-looking watermelon pickles, green figs in ginger marmalade, and bright red cocktail cherries with their stems on. When you serve those cherries in Old-Fashioneds or Manhattans at home, people seem to think you have made a coup. The Terminal Fruit and Nut Shop will take orders by mail or over the phone.

MANNERS FOR THE METROPOLIS

(CONTINUED FROM PAGE 45)

as a man who never, under any circumstances, uses the word "gentleman." The rest of his attributes you will find more aptly and amply described in the new edition.

Otherwise, I have nothing to add to this book's store of wisdom, unless it be a word or two on the question of American precedence. At the sound of the Last Trump, Americans will probably precede one another into Heaven in the correct order: but not into the modern dining-room, at the sound of "Dinner is served, Madam." In London, they manage these things without too much difficulty. A bishop, for instance, has the *pas* of a baronet; a countess can not hope to slip past a duke's elder son's wife; and a Knight of the Indian Empire may raise a justifiable rumpus if a mere Knight of the British Empire tries to shove in ahead of him. These matters are simplicity itself to an English hostess with a mathematical brain and the patience of an angel.

But, in America, precedence can only be arranged in accordance with age and ill temper, the meekest guests

generally going in last—unless the following scheme, contrived by the writer in an earlier day, should find favour in your eyes: Let a lady's opera box count 6 points; steam yacht, 5; town house, 5; country house, 4; motors, 1 each; every million dollars, 2; tiara, 1; good wine-cellar, 1; ballroom in town house, 1; a known grandparent of either sex, $\frac{1}{2}$; "culture," $\frac{1}{4}$. By this system, a woman of culture, with four known grandparents and a million dollars, will amass a total of $4\frac{1}{4}$. She will, of course, be forced to follow in the wake of a lady with an opera box, a wine-cellar, and a ballroom (8), who, in turn, will trail after a woman with a yacht, a tiara, two million dollars, a motor, and one grandparent, $11\frac{1}{2}$.

For the rest, I can only say that Vogue's New Book of Etiquette is a fount of knowledge in which all sorts and conditions of men and women may bathe with considerable advantage. And, having violated no less than a dozen of its rules within the last day or so, I feel that I have quite as much right as the next man to be composing this preface.

BEAUTY IN INDIA

(CONTINUED FROM PAGE 53)

lotions I use come from the great Antoine. I find that in the tropical climate of India, these hold better than anything I have ever used, and they are a great protection to the skin. Contrary to what the women of this country like, I believe in using a little rouge; it gives a freshness to the face, which, without it, might perhaps be inclined to look too pale in the excessive heat. I don't use the black Kajal, as I think that it gives one a rather hard look, and, for eyelashes, I apply the ordinary blue coloured mascara mixed with a drop of castor-oil instead of water, to give a luminous look to the eyes. In order to accentuate their shape, I use a marvellous German black pencil from Eberhard-Faber. My eye shadow for the day and for the night is of a silvery blue colour, which is specially prepared by Antoine. I have practically given up using lip-salve and, instead of it, use a red pencil from the German firm mentioned. The outline of the mouth is much more perfect in this way. I am told that this beauty trick comes from Hollywood. I keep the red mark on the forehead, and for a black spot to avert the evil eye, I have a Dorin *grain de beauté*.

Beauty parlours don't exist in this country, and my facial treatment is given to me by my maid. It consists chiefly of ice-packs frequently applied to the face and neck to keep my skin clear and fresh in the frying hot climate. I don't believe in taking much exercise (as a matter of fact, most Eastern women are inclined to be lazy); if I find my weight going up, I diet.

Hair-dressers are on the whole satisfactory in India. Many of them pay frequent visits to Europe in order to adopt the latest styles. My hair is permanently waved, and I wear it in tight curls. The water is frightfully hard in this country, and, instead of using the usual bath salts, I

press three sour oranges in my bath.

The sari is indeed a beautiful and flattering costume, and I was thrilled to see that some of the dressmakers were actually inspired for their new models this year by some of the saris I wore in the summer of 1934. I prefer them to be of georgette or mousseline de soie, because when made of these materials, they hang well and give one a better line, but the tissue lamés of Benares can look magnificent, and I generally wear them in bright colours at all important functions. They make a marvellous background for jewels. With the sari, I have adopted a jumper cut on modern lines—low at the back and high in front. My preference in jewellery goes to the jewels of olden days—necklaces and bracelets enamelled at the back and encrusted with old cut diamonds. I find that the women in India are fast acquiring a "chic" of their own, and those of us who have had the opportunity of paying frequent visits to the West come back with fresh ideas, which their sisters readily adopt.

EDITOR'S NOTE: For those who have been fired by this article to the point of wishing to experiment with some of the preparations that the Princess Karam describes, we have traced the various beautifiers which she mentions to New York sources.

Kajal can be made by mixing mustard-oil and kohl. Kohl is available from Malko Brothers-Cassatly Company, Inc., 78 Washington Street, New York City. The mustard-oil can be obtained at Eimer and Amend, at Third Avenue and Eighteenth Street, who can provide you also with almond-oil and coconut-oil. Elizabeth Arden has henna with which your feet can be painted, and Arden also has the type of make-up pencils that are referred to for the eyes and for outlining the lips. The Antoine preparations can be purchased at Saks-Fifth Avenue.

Swirls of taffeta-bound sprigged marquisette for summer evenings—found at Sibour, Inc. "It comes out of Lux like a dream," they tell you there.



From Mrs. Moss comes this deep-toned Luminette—a marquisette that's cool as a breeze. "With Lux, it's easy to keep it fresh as a country daisy," she says.



JULY'S HIGH IN LUXABLE FASHIONS—

Printed Marquisette

A splash of color on a spider's web! These grand gauzy marquisettes are that light and cool—and better yet, they're Luxable!

Rich red browns, deep blues and greens, tempered to look as cool as you feel, are practical as they're smart. A swish through frothy, lukewarm Lux suds and they're sparkling and fresh as new. A Lux bath does marvelous things for the rustling taffeta slips, too.

"We recommend Lux for all lovely washables!" smart New York shops tell you.

But do avoid ordinary soaps, they caution you. So often these contain harmful alkali that may streak and fade color. Cake-soap rubbing may spoil the finish or weaken the threads. Gentle Lux has no harmful alkali. Any fabric safe in water alone stays festive as new with Lux care, all season long.

Smart People Prefer Lux

Our customers insist on Lux, exclusive shops tell you, because they know that anything safe in water alone can be trusted to gentle Lux.

Chez Rosette has this superbly smart afternoon frock with taffeta slip. "A whisk through Lux and they're both bright as bubbles," they assure you.

Town-tailored marquisette for that lettuce-crisp look! Vera Sanville shows this. "Frequent Luxing," she advises, "keeps it unwilted—colorful as new."



SHOP-HOUND TIPS FOR DOG DAYS

(CONTINUED FROM PAGE 68)

flowers that Miss Pusey's sister grows in her English garden—cost only about \$2 each and will make your hostess' linen-closet breathe the fragrance of an English garden for months. Miss Pusey has a practical laundry kit for silk stockings, complete with soap-powder and hangers, for around \$3.50. And her electrical connection, for Continental travel, is one of the best gadgets that ever came in a leather case; it costs \$3.50 or so, and will enable you to use your iron, your hot-pad, your curling-iron, and your dryer in England, France, and Germany, without blowing fuses and causing minor diplomatic crises. Miss Pusey is noted for her gifts for convalescent children. She has studied the subject with doctors and nurses and knows the difference between things that overexcite and things that interest a sick child—and she concentrates on the latter.

• At Milgrim's, the other day, I heard a very interesting discourse about shoes, of which I understood practically nothing. But I do know what "custom welt" means, because they tore a shoe almost apart explaining it to me; it means that the shoe is all hand-made right-side out and has two leather soles. I also know that Milgrim's custom-welt shoes are among the best ready-made things you can get. They look like the shoes you covet in the rue Saint-Honoré in Paris. One Milgrim shoe, of white buck combined with light brown leather, has a built-up leather heel and as aristocratic lines as mine eyes have seen this season. There is a large assortment of those multicoloured suede summer shoes to go with everything (about \$14.75). And a classic blue kid pump, with grosgrain tabs, was simply made for going to town. Considering what they do for a lady's appearance and self-confidence, these shoes begin at amazingly low prices; the custom-welts start at about \$18.75, the welt-turns at about \$12.50.

• Chez Femina, at 5 East Fifty-Fourth Street, is a new little dress shop that has had a deserved success. Miss Smith, who runs it, started out with taste and ability; and she acquired experience and a select clientele of her own, while buying for one of the best dress shops in town. Among other things, she knows that the best dress ever made can be ruined by inexpert alteration; consequently, she has equipped her shop with a superb fitter and a competent workroom staff. All her ready-made things are excellent—linen dresses and suits, sheer and printed suits, chiffon dinner-dresses; I went through her stockroom and couldn't find a single "dud," which is high praise for any shop. I was particularly smitten with a taffeta evening jacket, finger-tip length, with a corded stand-up collar and back fullness, which costs about \$60. This would be a good place to look for that summer street outfit that

you've put off getting up till now; you can probably find just what you want. Prices start at \$22.50.

• Another discovery is the little salon of Else Duree, at 21 East Fifty-Seventh Street. Miss Duree makes hats on her customers' heads, and does it very cleverly indeed. Armed with pins, scissors, and a discerning eye, she manages to catch the particular line of brim and crown that will be most becoming to your face; and she is decidedly versatile about creating different types of hats for different types and ages of women. In her shop, I also saw several very smart toyo straw models (Panamas, to you) that could be worn for everything, all summer (about \$12.75); and some crazy beach hats, which Miss Duree makes much more attractively than most makers of crazy beach hats. And, besides making good hats, she makes a nice atmosphere in her shop. Her prices start under \$10, and stop at about \$15.

• The Cotton Shop (548 Madison Avenue) is absolutely in its element when summer comes—and the clothes (which, incidentally, aren't all made of cotton) become better than ever. There are shorts, and slacks, and shirts, and skirts of that crinkly sailcloth that never needs pressing; there is every sort of washable dress—and all amazingly inexpensive. This shop has those beautifully tailored Everfast linen dresses and blouses that are the aristocrats of wash clothes. One dress, in tangerine-red, had four flap pockets, pleats in the front and back of the skirt, and pearl studs down the front (which come out when the dress is washed). Another linen dress, at about \$16.50, was in a heavenly sky-blue and had a tucked shirt-front. These linens wash ad infinitum. There are also blouses here with tucked shirt-fronts, for about \$6.76. The Cotton Shop has opened a summer branch in White Plains, which is a break for the citizens of Westchester county.

• Lord and Taylor have a sixteen-gored F. and M. golf skirt that is one of the most practical and flattering that I've ever seen. It is made of a Forstmann's light-weight white wool, buttons all the way down the front, fits snugly at the hips, and has plenty of width at the bottom. Best of all, it costs only about \$6.50. Gored skirts were good back in the whale-bone days, and they're equally good now. There should be many more of them made.

• Shop-hound spends her life nosing around the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue



NORMANDIE

Because of its up-to-the-minute chic . . . its luxurious felt . . . its trim details, we've named this hat "Normandie." Like its namesake, we predict for it an appreciative following. John B. Stetson Company, 358 Fifth Avenue.

Stetson Hats

SUMMER TIME



IS BROKEN NAIL TIME

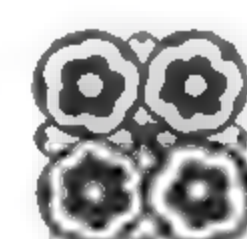
...UNLESS YOU USE NU-NAIL

To combat brittleness, breaking, peeling, splitting, ridging. Makes nails strong, supple, naturally lustrous. Keeps cuticle smooth, healthy. Not a creme, not a polish but a scientific OIL nail conditioner. A Twice Daily Necessity, as vital as tooth paste or face cremes. Use with or without polish. Grand for touchy toe-nails, too.

FEATURED BY THE FINEST STORES EVERYWHERE
"Imitated—But Never Duplicated"
ONLY 75c THE BOTTLE



nu-nail
bergo laboratories hollywood
CALIFORNIA



VACATION IN AUSTRIA

(CONTINUED FROM PAGE 33)

And now—Salzburg, centre of music, with its fortress and fountains, the spirit of Mozart haunting the old streets, and the very breath of harmony in the air. With every music enthusiast in Europe congregated there in the season, the hotels are invariably packed with fashionable and artistic crowds, so you will be wise in booking your rooms and festival tickets in advance. The Österreichischer Hof is perhaps the most popular hotel, but if you like being near the station, the Europa is a good choice and more international.

SALZBURG SHOPPING

Vanity being—vanity, the chances are that whether you've come for music, sightseeing, a rest-cure, or sports (Salzburg will have its tennis tournaments in July and August), almost the first thing you'll do will be to help swell the throng in Lanz's shop, which might at first be mistaken by the uninitiated for a smart garage, judging from the line of Rolls-Royces outside. Although there are very good shops of a similar kind throughout Austria—Hahnenkamm and Ganzer at Kitzbühel, Mus at Alt-Aussee, and Miller-Aichholz or Kallay in Vienna itself—the Lanz brothers remain the undisputed rulers of fashion for Tyrolian and Styrian outfits, and each season brings new models, copied from the genuine local costumes of both old and present generations in each region. The latest thing is coloured stockings and shoes—blue and red for instance—for women (Vogue showed some of these, in colour, in the May 1 issue), and handsome side-buckle fastenings for men's shoes worn with white stockings.

The brilliant program for the Festival this year, presented by Reinhardt, Toscanini, Walter, and Weingartner, will be a feast of classics and contemporary composers, with, as its high spots, the open-air performances of Von Hofmannsthal's "Jedermann" in the Place de la Cathédrale and Goethe's "Faust," on the Cour du Festspielhaus. How enchanting these evenings are—moonlight on the courtyard stones, Beethoven's impassioned notes thrilling our senses, the sweet richness of Lotte Lehmann's golden voice; and all around the soft, cool night air and the sighing of the trees. You discuss the performance next day while lunching in "Die Traube"—which looks like a German inn and produces some first-class meals (at low prices ranging between fifty cents and a dollar); or taking tea or cocktails at the "Café Bazar" or "Mirabelle." And next evening, by way of lighter variety, you may try the new bar at the Bristol, or see the Tyrolian revue presented by Count Ludy Salm—first husband of Millicent Rogers (the present Mrs. Arturo Ramos)—at the "Mirabelle."

THE SALZKAMMERGUT

Almost the greatest advantage of Salzburg, however, is that it is the starting-point for that glorious region of mountain lakes—the Salzkammergut. Here you can indulge in your favourite sport or pastime—swimming,

boating, sailing, or sun-bathing on the delightful beaches. If you don't care for lake or river bathing, all but the tiniest villages own a swimming-pool. It is a joy to take out a boat on any of the dozen odd lakes here, for a day's fishing and swimming. The sun glints on the rippling circles made by your line, and the waters gleam clear and blue. At lunch time, you decide that you are hot, and in you plunge—to discover that the lake water is always cold, sun or no sun. But the bathing is fun and invigorating, and afterwards you attack lunch with gusto, especially if you're eating your own trout!

Smart life in the Alt-Aussee region centres around the Chlodwig Hohenlohe-Schillingsfursts, who own all the shooting, and Countess Dorothy Pálffy. There are innumerable parties, in addition to the Festival. Or, if you seek local colour, there are the village jollifications, with peasant songs and dances, in one or other of the picturesque inns with which the region abounds. Quite near Bad Ischl is Altaussee, a straggling horseshoe-shaped village on the edge of the Altaussee See (here, incidentally, you can stay very comfortably at the See Hotel, for the equivalent of about five dollars a day, including good country food). On Saturday evenings, the villagers make merry at the Kitzerhof. You'll enjoy an evening like this. Every one, from highest to lowest, wears the picturesque and becoming local costume—green-embroidered leather shorts, worked stockings, and short *loden* jacket, with curious red-lined breast-pockets for the men, and gay silk apron on full petticoats, white blouse gleaming with ornaments of gold and *grandel* (deer's teeth), and quaint head-dress with black satin bows for the women. Couples twirl merrily in the *Landler*, to the strains of *Ziehharmonika*, while the spectators clap in time, the wine of the country is passed round, and you grow merry and steal outside to breathe the pine-scented night air. The lake is a sheet of silver.

TYROLIAN SUNDAY

Sunday, you go to the weekly fair—which, let me hasten to add, is but a peasant's market, where you buy apples and plums and black bread and toffee and fine woollen shawls and quilled caps and bunches of sweet-smelling *Enzian*, the little blue flower picked high on the mountain slopes, pink *Alpenrosen* (the name describes them), or snowy edelweiss to wear in your hat.

It sounds incredible, but you can have good, clean, comfortable rooms and splendid food in most of the villages around these lakes—Mondsee, Attersee, Traunsee, and Wolfgangsee—for as little as a dollar and a half a day. Of the more fashionable resorts, the three smartest—Saint Gilgen, Saint Wolfgang, and Strobl—are on the romantic Wolfgangsee. Strobl, particularly, is extremely chic, largely due to its proximity to the fine nine-hole golf-course opened recently, with Prince Fürstenberg as president. Various competitions take place in August, when you can be pretty sure of meeting many well-known sportsmen. You will be (Continued on page 77)

ARE FLAMING LIPS
the "Forgotten Fad"?

IT SEEMS SO . . . FOR WHEREVER THE
SMARTEST WOMEN GATHER, YOU SEE MORE
AND MORE NATURAL MAKE-UP THIS YEAR

● Fashion editors have commented on it. Surely you've noticed it too. Lipstick styles do seem to be changing. Lips are rosy and natural this year . . . softly subdued . . . more "lady-like". There's a definite trend toward naturalness . . . bright red lips are on the wane.

How did it start? We don't know, but we think more and more women are finding out about Tangee Lipstick. It's certainly true that Tangee *can't* give you "that painted look". Because *it isn't paint*. Instead, Tangee brings out the natural color of your lips. Intensifies the coloring that nature gave you. Gives your whole face a fresher, younger

look. Makes you more appealing to men.

Try Tangee. See how it brings out the "rose petals" on your lips. In the stick, Tangee is orange. But on your lips it changes to the one shade of blush rose most becoming to you.

And these things are important too. Tangee Lipstick is waterproof. Never comes off on handkerchiefs, table napkins or cigarettes. And its special cream base prevents lip-parching . . . it always keeps your lips soft and smooth. Get Tangee. It comes in two sizes, 39c and \$1.10. For those who require more color, especially for evening use, there is Tangee Theatrical.

THE GEORGE W. LUFT COMPANY, NEW YORK



UNTOUCHED: Lips without any lipstick often look faded



PAINTED: Lips colored with paint look unnatural



TANGEE: Intensifies the natural rose of your lips

World's Most Famous Lipstick

TANGEE

ENDS THAT PAINTED LOOK








This Summer

USE TANGEE CREME ROUGE
IT'S WATERPROOF. ITS NATURAL
BLUSH-ROSE COLOR NEVER FADES
OR STREAKS EVEN IN SWIMMING

THE TOURIST'S MANUAL

(CONTINUED FROM PAGE 41)

to visit places which are outside the ordinary circuit of organized traffic, where the hotels are bad and the people unused to visitors of their kind, where communications are irregular and the tourist is obliged to act as his own guide and agent; it embodies a few precepts for preserving one's comfort and good temper.

First, there is the question of language, which always perplexes the untravelled. The answer is quite simple—disregard it altogether. As a tourist, one is always in the position of purchaser, and therefore superior. It is the aim of the inhabitant to equalize this advantage by playing on one's sense of helplessness, by embarrassing one and making one feel ill-mannered. If one attempts to speak his language, he can either humiliate one by pretending that he does not understand, or flatter one by pretending that he does; in either case, his game is half won. The secret is—throw away your phrase book and yellow-backed conversational guide and speak your own language; speak it fluently, colloquially, imperturbably, make no compromise with pidgin-English or simplified statements. Success is bound to follow, whether your object is to be polite or rude.

EMERGENCY MEASURES

Suppose, for instance, you find yourself, as not infrequently happens, involved in a row; you are surrounded by a derisive and hostile crowd, a few criminal-looking policemen, and some very irate opponents; the inexperienced tourist either repeats over and over again a few ineffective, ill-pronounced sentences, or, still worse, remains perfectly silent and leaves the talking to the other party—perhaps lamely interjecting "Consulato Americano." The man of experience gives himself up to a volume of argument and counter-abuse in his own tongue. People can seldom resist the fascination of listening to a foreign language (a principle well appreciated by the singers of drawing-room ballads). Moreover, if one is eloquent enough and profuse in gesture, it is more than likely that part of one's meaning will slip through, in a curious, telepathic, inexplicable way. This is still more the case when the occasion is polite and you wish to convey thanks, or mild apologies, or love; smile constantly, talk incessantly, and your meaning will be clear.

Remember that, however patient your study, you will never in adult life learn any language perfectly; the best you can hope for is to be a bore. Most people speaking even French or German are in the same position as a young girl at her first dinner-party, watched from a corner of her mother's eye further up the table; her one anxiety is to appear constantly engaged in conversation; what she says is a minor consideration. There is no platitude so trite that a highly educated foreigner will not bring it out with pride. Also remember that in most parts of the world it is extremely chic to speak English; you will be flattering your acquaintances by pretending to understand them. The only thing that it is advisable to know in any

language is the numerals; and even there, you can do a lot with the fingers.

This principle, properly applied, should save the tourist a great deal of exasperation and shame. The other mental anguish from which he is most likely to suffer is boredom. This is a thing one very quickly forgets on one's return; one remembers, in an agreeably exaggerated form, the pains and dangers; the boring days fade out, though in any expedition, they far outnumber the exciting ones. They necessarily vary greatly with the individual. Some people tell me that they are never bored, but they are not the people who travel. Generally speaking, it is the people who suffer most from boredom who undertake the most ambitious journeys.

There is no universal cure. I can offer two tips; one is that any companion is better than none; though he may be grossly unsympathetic, a mass of nervous habits that throw one into a fever of irritation, it is better to have him there than to be alone.

The second is that only the lightest reading is tolerable in the wilds. Occasionally, there is a correspondence in the press about the new books that the reader would choose to take with him to a desert island; people invariably select classics of tried worth, but they will be better off with the works of Mr. Gilbert Frankau or Miss Ethel M. Dell. I often see people, in the first day of a voyage, settling themselves in their deck chairs with copies of Spengler's "Decline of the West," or Marx's "Capital," the collected speeches of Burke, or "The Golden Bough"—books they have long intended to read. Now, they think, with days of complete rest before them, is the opportunity to make up lost time. On the second or third day, they are hanging about before the library doors, waiting for the steward to unlock them, eager to find love-stories or detective novels. There is something about the condition of locomotion that makes serious reading impossible.

There is one other tip—that the best cure for boredom is some minor piece of skilled work—mending harness, packing stores, shaping an oar, building a fire. It is one of the saddest developments of travel that one is denied this in most parts of the world.

MANAGING THE MANAGER

Then there are physical comforts. In some parts of the world, the managers of hotels are one's opponents in this quest. There is more than one method of approaching them. The conventional English school is "make an arrangement"; that is to say that on arrival at the hotel, before your luggage is taken up, you embark upon elaborate negotiations with the manager, bargaining about the price of the room and about what services are included in that price, explaining to him in advance exactly what you will want to eat, how long you intend staying, what time you will want to be called, when you will want a bath, and so on. The disadvantage of this method is that it is apt to arouse antagonism between host and guest, and however circumspect you may be, it is certain that something will (Continued on page 80)



THIS ONE IS
LESS THAN \$5

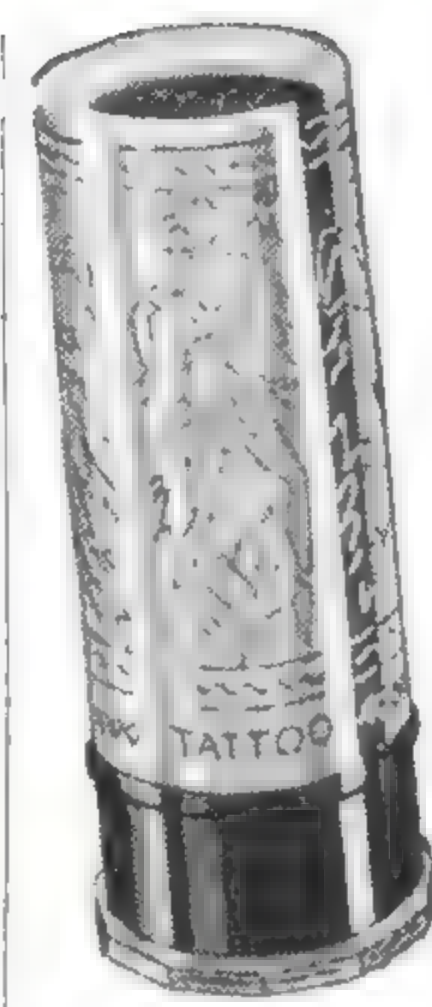


BOTH ARE
Saony
MERMAIDS

THIS ONE IS
MORE THAN \$10



The thrifty one is a pencil-striped, rib maillot with heavy ribbed waistband and bow at back. • The other is a pure silk in a heringbone stitch, butterfly bras top, surplice all-open back, soft wool lined. • You'll see Saony sand-and-surf fashions at the smarter stores and beaches. • S. Augstein & Co., 1410 Broadway, New York.



New RED
FROM THE
SOUTH SEAS

... can't turn purplish



It's the same color on your
lips as it is in the stick

TATTOO "HAWAIIAN" is the brightest, liveliest, reddest red ever seen in lipstick . . . and it will stay red on your lips. It positively *can't* turn purplish.

Yes it's a startling red . . . very startling . . . still easy to wear because its intensity is favored with a richness and sincerity that make it femininely soft and appealing instead of bold.

Put it on . . . let it set . . . wipe it off . . . it stains the lips pastelessly and transparently the same pure red as the stick itself.

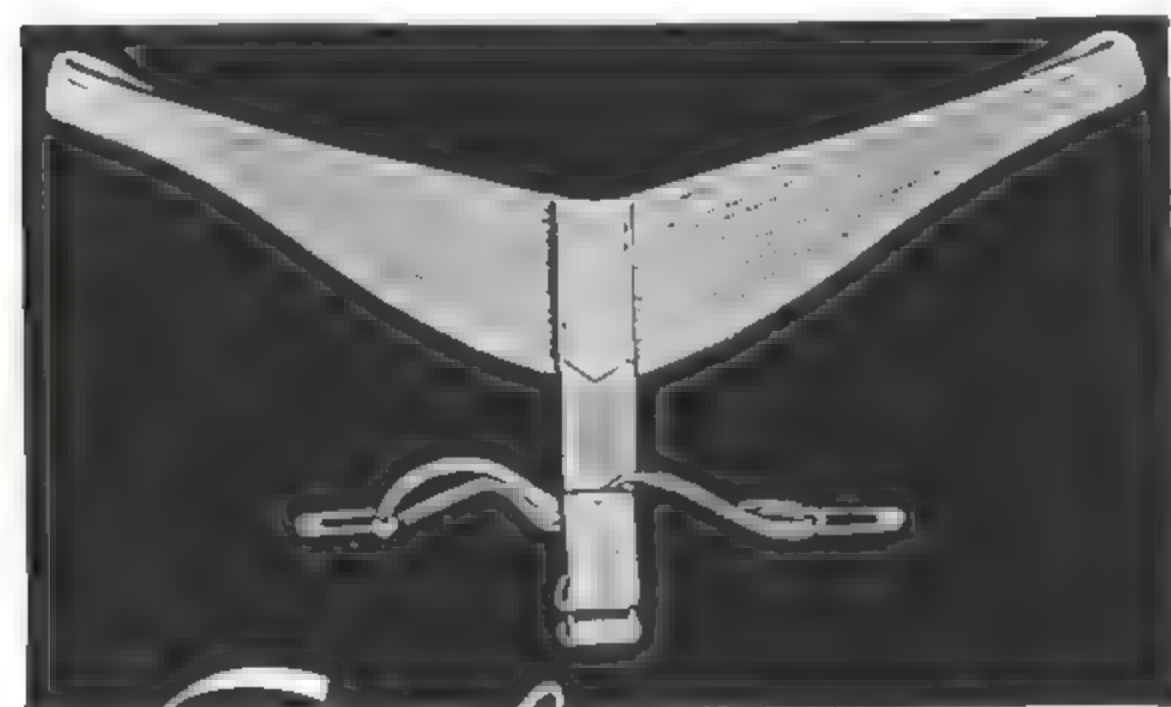
Here, for the first time, we think, is everything you have always wanted in a lipstick.

The price, \$1



"HAWAIIAN"

WELCOME AIDS FOR Difficult DAYS

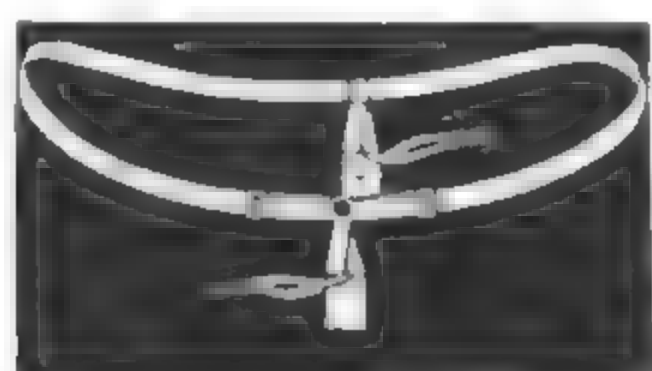


Silhouette

STYLE 1300

Belt by HICKORY

The Silhouette Sanitary Belt by Hickory, by a patented process, is permanently woven to shape on the loom to make it conform perfectly to the figure. Silhouette cannot bind, curl, irritate or slip. You'll find it delightfully soft, light-weight, comfortable and dainty, yet dependably secure. Its easy-stretch, fine quality Lastex wears and wears. Can be boiled, washed, ironed—65c



STYLE 1340

The Hickory Petite—adjustable—narrow boilproof Lastex; Satin Pads, perfectly comfortable and secure 35c



STYLE 1387

A popular Hickory Shield Style—combination satin and boil-proof Lastex 50c

Sanitary Belts by
HICKORY

Made in a wide variety
of styles 25c to 75c

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VACATION IN AUSTRIA

(CONTINUED FROM PAGE 75)

comfortable at the Grand Hotels, both in Strobl and Saint Wolfgang, where there is the charming, old, timbered "White Horse Inn" immortalized in the operetta. You should take the railway up the Schafberg behind the town—from the top, you get a glorious view of the surrounding country.

Just near lies Bad Ischl, an attractive nineteenth-century watering-place, much favoured by the Emperor Franz Josef, who used to receive the English king, Edward VII., in the yellow villa, which you may visit. Stay at the Hotel Elizabeth or, just outside, at the Hotel Bauer, recently reopened. A good place to lunch is the garden of the Hotel Post, and if you think your figure can stand it, go at tea-time to Zauner's, where the most heavenly pastries are equalled only by those at Gerstner's in Vienna. The other large house here, besides the Emperor's villa, is the villa of Prince Starhemberg, the present Vice-Chancellor of Austria, which was taken last year by Mrs. Stanley Mortimer.

HUNTING IN AUSTRIA

Hunting is the great sport of the country and the most truly national. The moment you cross the border, you are impressed by the inborn love of the chase, of the magnificent mountain scenery, and of all wild creatures, shared by lord and peasant alike. The national costume of most provinces is the hunter's dress, and the century-old traditions of the *Jagd* maintain in their full strength the glorious preserves which abound with chamois, red deer, roe, and a great variety of game. The immense government, Liechtenstein, Hohenberg, Hohenlohe, and Gutmann estates are equipped with comfortable shooting-boxes and efficient keepers. The summer and autumn seasons can provide no more thrilling sport for the hunter than the chase of the Alpine chamois in the region of the Salzkammergut, of the Highland red deer in the magnificent forests of the Austrian Alps, and of the Lowland red deer stag in the pastures around the Danube.

The Gutmann properties in Styria were taken last year by Mr. Anthony Drexel Biddle, who bagged over a hundred chamois. A constant visitor, too, is the King of Spain. I hear that he is likely to be there this summer. Another is the Marquis del Merito, a splendid shot, who this summer is going big-game hunting in Africa. Prince Edward Lopcowicz and his brother also had a successful time in Carinthia.

You will have no difficulty in taking a shoot or part of one for the season. Those two experienced young sportsmen, Prince Tassilo Fürstenberg and Count Felix Schaffgotsch, have established a shooting-office, the Jagdbuero Austria, in Strobl, and have arranged many successful hunting and fishing expeditions for visitors. It is most convenient to take or share a shooting-estate for the season, although near centres like Salzburg or Vienna, a nearby hotel can be a very agreeable headquarters, especially if you have a car. But to go shooting from your own house, be it a castle or a peasant's wood chalet, undoubtedly provides the most delightful sport in the ideal setting.

As to clothes, you will want tweeds and sweaters in soft, neutral shades of grey, beige, and green—but you'll be sure to fall for the handsome and practical local outfits. You don't need a permit for guns previously used, and you can bring dogs and hunting equipment without paying a deposit, as well as two hundred cartridges, duty free. Prices for shoots naturally vary very much, but to give you an idea, stags are about one hundred dollars, chamois, sixty dollars, and roe-buck, thirty dollars.

MOUNTAIN MOTORING

Motoring direct from the Salzkammergut to Vienna, you take the lower Vienna road, passing Melk, where the beautiful eighteenth-century baroque monastery casts its stately shadow on the Danube. But the marvellous mountain road, the Gross-Glocknerstrasse, which climbs to nearly three thousand metres, is just completed and will no doubt lure you to make the spectacular drive into sunny Carinthia of the deep forests and warm lakes. Here, land and water sports of all kinds await you. At Velden, the best place to stay is the Hotel Excelsior, and at Poertschach, where the August tennis tournaments attract a gay crowd, there is the Astoria. Just near is Villach, where the golfing and tennis invariably bring many prominent visitors, including King Alfonso.

From Leoben, the road is asphalt. A good place for a meal is the Hotel Gerner—order the fare of the country, the best trout you ever tasted, Wiener Schnitzel or venison, and *Sacher Torte*, made with fresh cream, washed down with good Austrian wine. Further on, at Bruck an der Mur, the "Schwarze Adler" can offer you other local delicacies—*Bauernschmaus* (dumplings with sauerkraut and sausages), *Zwetschken Knödel*, and *Apfel Strudel*—a delicious version of the homely apple turnover, made of flaky pastry stuffed with fruit and nuts. A favourite drink is *Gespritzter*, a refreshing mixture of local wine and soda-water.

VIENNESE VISIT

And so to Vienna. To be in the centre of everything, stay at the Bristol, the Imperial, or Sacher's, but nothing could be more charming at this season than a stay at the Kobenzl, the beautiful castle just outside the town that has been converted into a hotel. Here, too, you have facilities for a variety of sports.

Wherever you are, a short drive takes you out to fields, woods, or pools, so that you have a combination of town and country life. You can shoot at the Lainzer Tiergarten or in the Lobau, a beautiful Danube island; you can golf at the International Country Club in Lainz, where big tournaments are held in June and September; or at the Wiener Golf Club in the Prater, where a tricky course provides good fun for sportsmen. It is here that you ride, too, or watch the races at the Freudenau, an extremely chic place near the Polo Club. Or, if you prefer, you can ride in Laxenburg, the romantic (Continued on page 79)

Look at this *Loop*

and you'll see why your
keys are safe . .



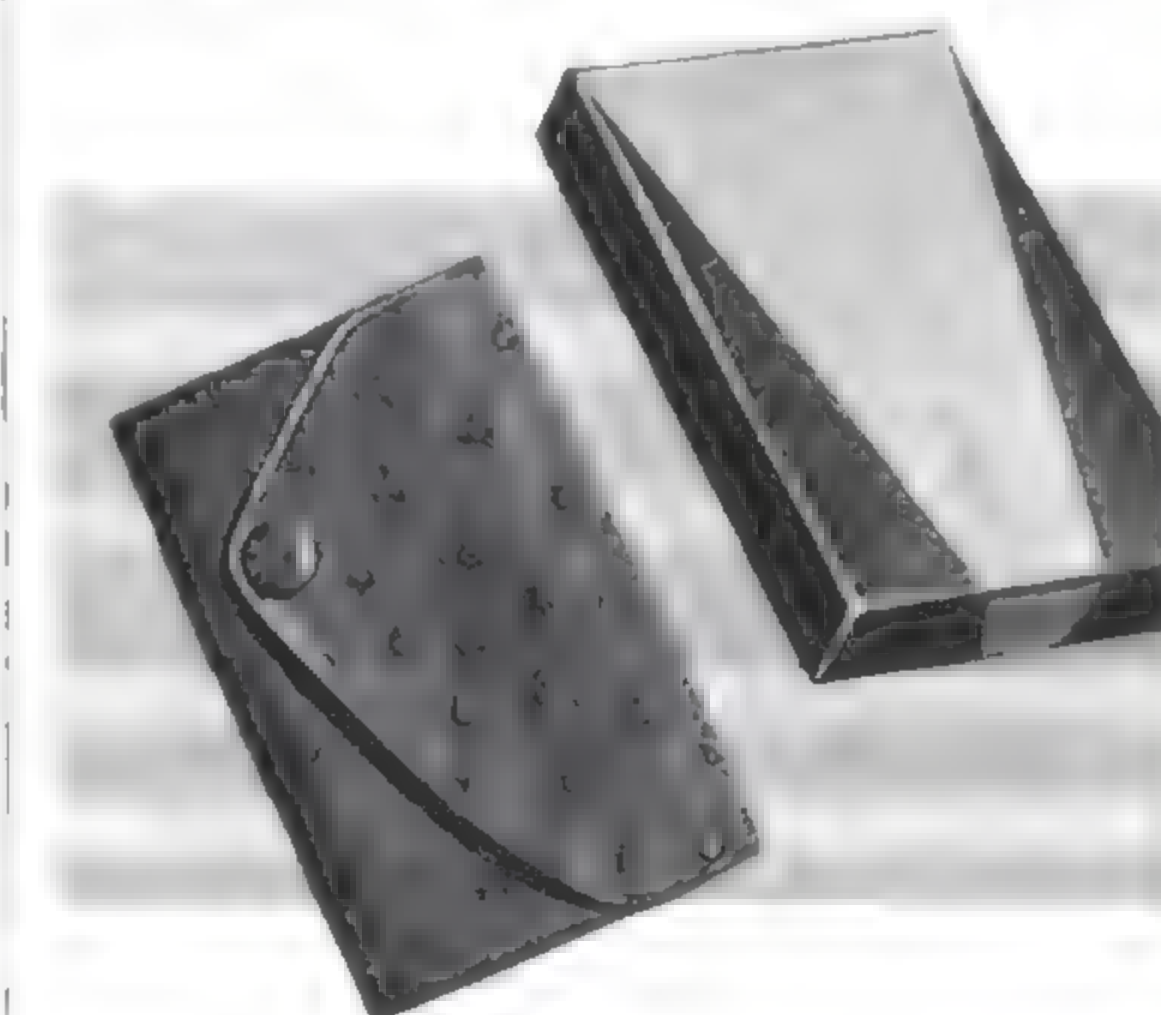
Pin Morocco, 6 loops, \$2.50. Others from 50¢.

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Little Rock—The M. M. Cohn Co.

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Fresno—Bruckner's

Los Angeles—J. W. Robinson Co.

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San Francisco—City of Paris

Stockton—Levinson's Dress Shoppe

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Denver—Daniels & Fisher

CONNECTICUT

Greenwich—Franklin Simon & Co.

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Lake Forest—Marshall Field & Co.

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Marion—Nina Ray Swift

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New Orleans—Gus. Mayer Co., Ltd.

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Kansas City—Woolf Brothers

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East Orange—Best & Co.

NEW YORK

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Schenectady—H. S. Barney Co.

NORTH CAROLINA

Asheville—Jean West

OHIO

Cleveland—Lindner Co.

Dayton—The Elder & Johnston Co.

Toledo—The Gillespie Shop

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Philadelphia—The Blum Store;

B. F. Dewees

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Pottsville—Caster's

Scranton—The Heinz Store

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Brantford—Nyman's, Ltd.

Brockville—Miladi Store

Cornwall—Segals' Ladies' Wear

Edmonton—The T. Eaton Co., Ltd.

Fort William—Chapples, Ltd.

Galt—A. H. Appleton & Co.

Hamilton—The T. Eaton Co., Ltd.

Kingston—John Laidlaw & Son, Ltd.

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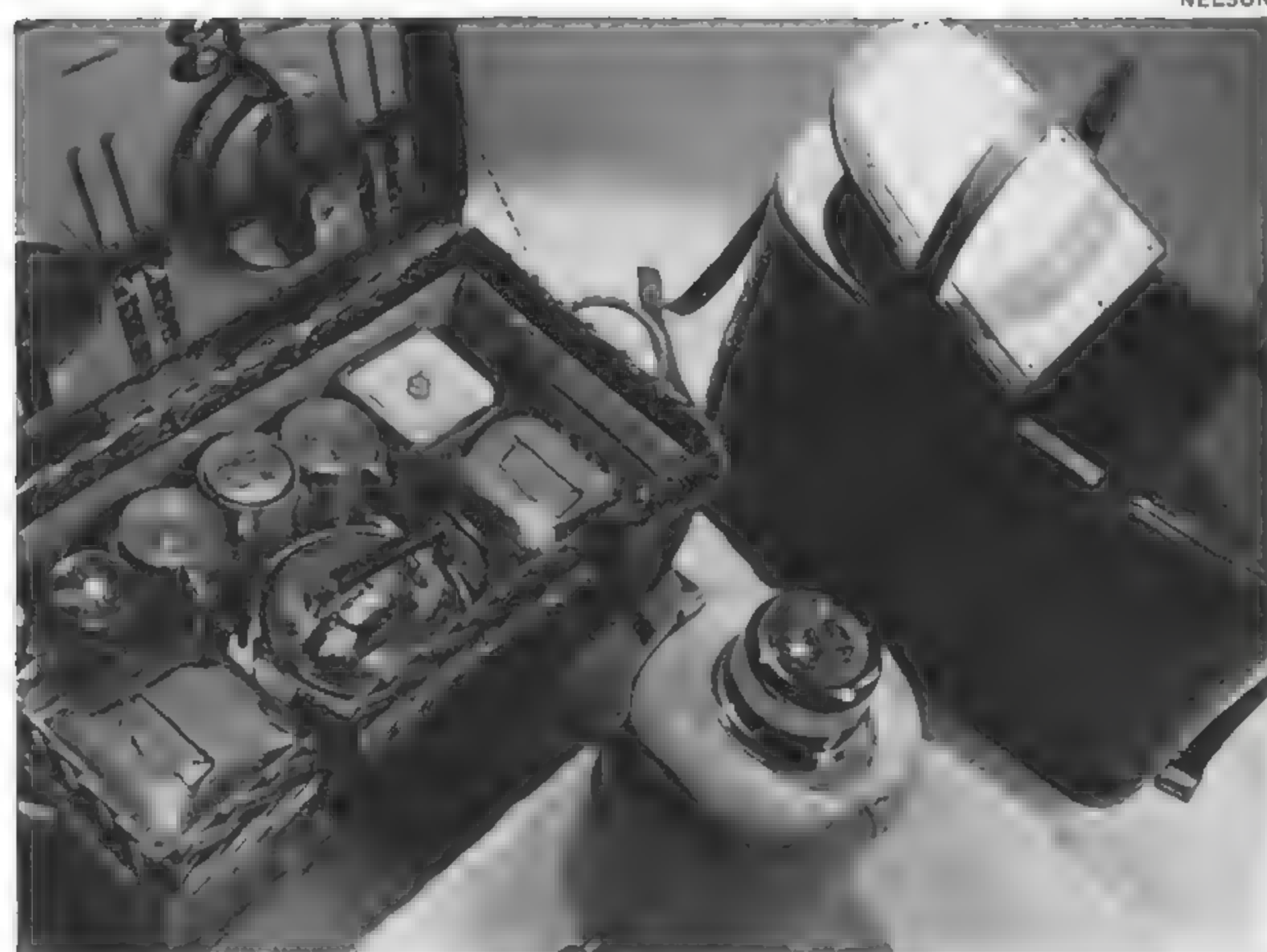
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IF NO SHOP

in your shopping radius is listed here, tell Vogue what model you want and we will give you the nearest address where Vogue's "Finds of the Fortnight" can be found. Enclose a stamped, self-addressed envelope. Vogue, 420 Lexington Avenue, N. Y. C.



SMART PICNIC EQUIPMENT FROM ABERCROMBIE AND FITCH

SUPER-PICNIC

(CONTINUED FROM PAGE 65)

teapot, alcohol stove, and the small plates for dessert. The tea-basket is very English. We like the idea of having it around, whether we drink tea for lunch, or not. We shall be prepared for an early tea before we go home, and, anyway, we need the basket for the utensils it carries so neatly.

We are taking a portable wicker ice-box, lined with metal, that has three compartments; the centre one for ice, one side for the fish, and the other side for the fowl and the salad. We are going to start lunch with beluga caviar, lots of it, which will arrive nice and cold in our ice-box. There will be crab, mixed with Thousand Island dressing, put back in the shells, and wrapped, individually, in heavy wax-paper (this will be removed before the crabs are served). The other compartment will carry cold, boned squab flavoured with finely chopped peanuts, and all the fresh ingredients for salad—head-lettuce, watercress, whole peeled garden tomatoes (very small), peeled cucumbers, and radishes.

HOT DISHES

Our picnic lunch, however, is not going to be a cold affair. There will be one large thermos bottle filled with clear hot borsch (the sour cream will be packed with the ice), and another thermos bottle full of hot coffee. There will be a tamale pie peacefully cooking in a fireless cooker on the way to the picnic. This is a perfect hot dish for outdoor lunching, as its consistency is solid enough to be safe on a precariously balanced plate, and, besides, there is everything in it—diced chicken, mushrooms, stoned olives, corn, tomatoes, corn-meal, eggs, milk, and, of course, plenty of onion, garlic, olive-oil, and chili powder.

To complete the list of our luxuries, we shall have ice-water in a large thermos jug with a spigot, and another thermos jug of clear, ice-cold, white Burgundy (slightly acid Pouilly, to be exact), in which a few strawberries, a slice of pineapple, slices of oranges and lemons, and a sprig of mint are blending. This will be transferred to the glass pitcher, and a large piece of ice added before serving. Just one more thermos food container (how did people ever go on picnics before these things were invented?), and the station-wagon is complete. In this will be

small, iced, fresh fruits—unstemmed strawberries, small apricots and peaches, dark plums, black cherries, and nectarines. These will be served in a wicker basket lined with fresh green leaves, which we hope the man servant will be able to gather with no effort. In the end, we'll probably weaken and add a freezer of ginger ice-cream, but, at the moment, it reminds us too much of our childhood picnics to fit in with this one.

LUNCHEON IS SERVED

When the station-wagon arrives with its cargo, the man servant will park it as much out of sight as possible and consider it as his pantry. On one of the large wooden platters, he arranges the crabs, with lemon and lettuce garnishing; in the centre of the platter, he will place Ry-Krisp, spread with cream cheese and chives—all this while the guests are busy with the caviar and cocktails.

After the crab (or the hot borsch, for those who prefer it) comes the boned squab, served on another wooden platter with buttered beaten biscuits and a jar of currant jelly in the middle. The green salad, in the wooden salad bowl, can be passed with the squab. The man has mixed it at the last minute. (The tomatoes should be left whole, if they are small enough, and the cucumbers sliced lengthwise in thin strips. Both are arranged on the lettuce and watercress, which have been well tossed with French dressing.) The tamale pie can be eaten after this course, or with it, or in its place, depending on the appetites. Since there is no exercise planned, there need be no restraint in lunching.

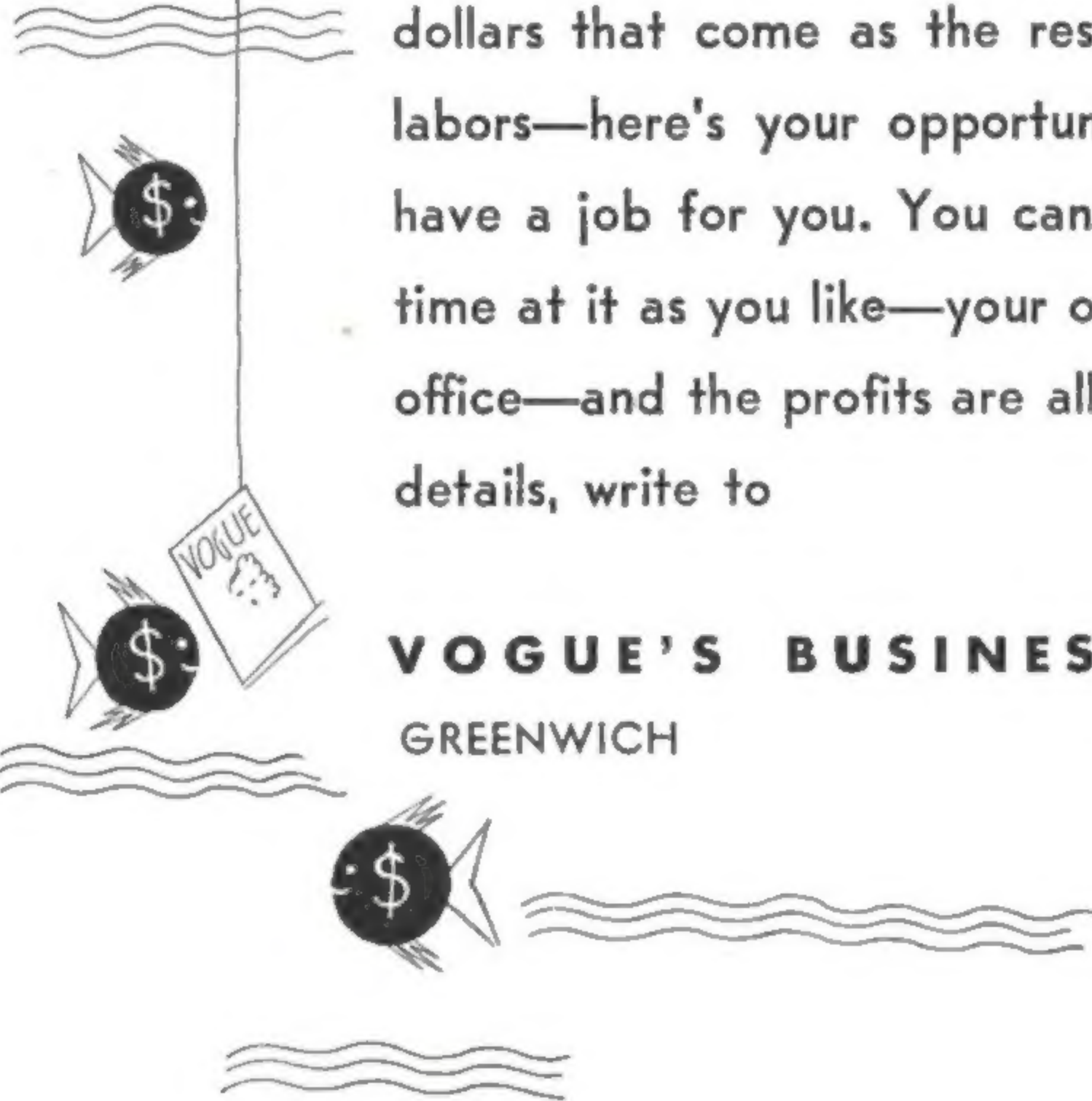
The ice-cream, cheese, fruit, and coffee will arrive in the normal course of events. From their comfortable positions, the guests can pick and choose, try a little of everything, and rest assured that they are being pampered. When the feast is over, the man servant can play Strauss waltzes in the distance on a phonograph (which, we forgot to mention, rode in the front seat of the station-wagon). Of course, it would be even better if this paragon of chauffeur, chef, waiter, and barman could also play an accordion—there is sure to be room for it in the truck, and its gipsy sentimentality would fit the drowsy mood of our relaxed guests.



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VACATION
IN AUSTRIA

(CONTINUED FROM PAGE 77)

territory liked by the Empress Elizabeth. Also in the Prater are the Park Tennis Courts, and for your swim, there are many splendid beaches along the Danube, like Guensehaufel, Klosterneuburg (where you drink the new wines), or Kritzendorf, a popular holiday resort, as well as the large, beautifully equipped pools, such as Stadionbad, near the Prater Golf Club, or the pools at Mödling, Baden, and Voelau—all of which are no more than half an hour's journey from your hotel.

VIENNESE NIGHTS

And the evenings—who shall forget the charm of Viennese summer nights? Dine at the Kobenzl, on a terrace overlooking the shining Danube and the twinkling lights of the town, and dance under the stars, to the strains of an excellent orchestra and the sound of the wind in the leaves. Or at one of the *Heurigen*, where you sit in the courtyard of the little painted houses on the outskirts of the town, drinking the sparkling white wine of the year under the chestnuts, while the band plays and sings for you Viennese songs, old and new. In town, the latest place is the "Drei Husaren," run by Count Pálffy, where you find excellent food (the chefs used to be at Sacher's) and all your friends. Or "go Italian" in the smart and gaily decorated "Capri," famous for its hors-d'œuvres and succulent fish dishes. Theatres end early in Vienna, so you finish off your evenings at the night-clubs—try the Montparnassian "Fiaker," the "Bonbonnière," where Jacques Rotter will charm you with his Viennese songs, the "Eden Bar," or Count Salm's latest venture—a place right out in the working quarter, which has made it the thing for the smart set to down sausages and beer in the small hours!

And what stay in Vienna is complete without an evening spent in the Wurstl Prater, where the traditional joys of the old merry-go-rounds and funny scenic railways passing moonlit lovers' lanes are still delighting thousands? It is fun here to eat in the "Prohaska" or the "Eisvogel" garden, where juicy crab is served.

SUMMER WEEK-END

The Viennese likes to week-end at the Semmering, three thousand feet up in the mountains. And after a week of sightseeing and merrymaking, so will you, unless I'm very much mistaken! Here you have a fine swimming-pool, tennis-courts, and an amusing little golf-course, as well as a casino, where you can earn your trip (if you're lucky!) The Semmering is only an hour and a half from town, and you stay at the Südbahn Hotel or Sanatorium "Panhaus."

And now, in case that all sounds too good to be true, let me remind you that it has been known to rain in the mountains, even in Austria—sometimes! So the gipsy warned you.



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B R I G H T

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EYE THE SUN!

LUCKY the girl who can eye the sun—unafraid—of his frank remarks about her beauty. But it isn't so difficult. Apply make-up discreetly. Then curl your eyelashes with KURLASH. Without heat, cosmetics, or practice, it gives you a natural beauty point that is *more* flattering in strong sunlight. Your lashes look long, dark, shadowy. \$1 for KURLASH—and you're a sun-proof beauty starting today.



Even in the full glare of beach or tennis court, a wee bit of eyeshadow, SHADETTE, in your favorite shade, will be absolutely undetectable and most flattering! While LASHTINT, the perfumed liquid mascara, will darken your lashes in an absolutely natural way. Water-proof, both—so wear them swimming! \$1 each in finer stores!



Another clever trick! Rub a little KURLENE into your lashes before you face the sun. It will set silken rainbows dancing in them . . . and just a film of it over your upper lid and eye corners will give you a lovely "dewy" look. Awfully good for your lashes too. Also \$1.

Kurlash

Jane Heath will gladly send you personal advice on eye beauty if you drop her a note care of Department L-7, The Kurlash Company, Rochester, N. Y. The Kurlash Company of Canada, Toronto, 3.

THE TOURIST'S MANUAL

(CONTINUED FROM PAGE 76)

have been omitted from your concordat.

A second school is to work through the servants, ingratiate yourself with them by bribing and human sympathy, visit the cook in the kitchen and talk to him about his domestic worries, promise to find the barman a job in New York, and so on.

The third and regal method is often the most successful—that is to assume an air of very great grandeur and mild surprise when anything goes wrong. Do not ask about the price, make it apparent that you are accustomed to being cheated, accede to any extravagant suggestion, keep the entire staff and management wide-eyed at the prospect of gain; then, when the bill at length arrives, pay half and send a copy of it to the local head of police.

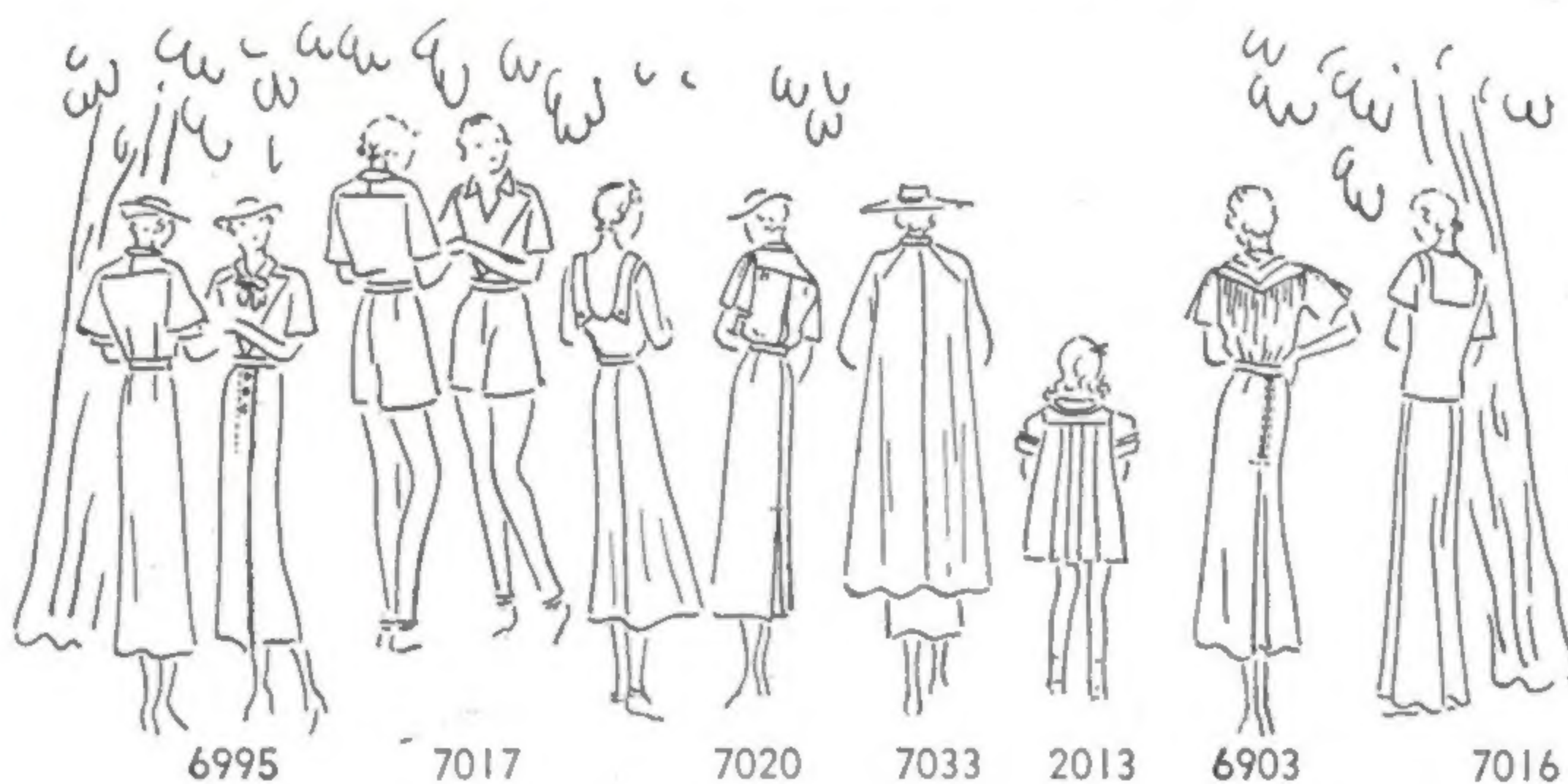
On board ship, the second method is the one to follow; a few cocktails and a little light conversation with the purser, a little personal interest in the ambitions of the head steward (it is safe to assume that every one working at sea is looking for a job on shore) will generally ensure you a change of cabin and preferential treatment in the dining-saloon.

When at length you leave the last coastal ship, the last dusty railway carriage or lorry, the last hotel, and set out for the bush, or jungle, or pampas, or whatever the undeveloped country is called in the particular region of the globe you are visiting, no amount of bluff is any help to you, and your comfort depends entirely on your own judgment. According to the country, you will be travelling with porters, horses, oxen, mules, elephants, or camels, but whatever the means of transport, your baggage is a nuisance to you. Unless you propose to make camp for several weeks at a time in

one place, the secret of comfort is to take as little as possible with you. Whatever slight and precarious advantage one derives from the use of the collapsible furniture, the wireless receiving sets, india-rubber baths, and ant-proof sugar boxes, which one sees for sale, is totally nullified by the delay and expense of carting them from place to place. A medicine-chest, beyond a handful of pills and a case of germicidal soap, is more than an encumbrance—it makes one the centre of pilgrimage for miles round of sick or malingering natives begging for medicine. A few explorers have been able to exploit the legend of the European's skill as a physician; it is now the white man's burden that primitive peoples of all races regard him as a dispenser; they come in clusters demanding pills to set broken legs and ointments to cure old age.

But when all is said and done, perhaps the most valuable commodity for the tourist, whether he is cruising along the French Riviera in a yacht or ploughing through unmapped areas of virgin forest, is alcohol. It is the universal language, the Esperanto, through which contact can be made with people of the most remote sympathies; it passes agreeably the leaden hours of waiting for trains and boats and mail; it gently obliterates one's rage at inefficient subordinates and soothes one's own exhaustion and irritation; it renders one oblivious to mosquitoes, calms one's apprehensions of being lost or catching fever; it gives glamour to the empty, steaming nights of the tropics. With a glass in his hand, the tourist can gaze out on the streets of Tangier, teeming with English governesses and retired colonels, and happily imagine himself a Marco Polo.

DESIGNS FOR DRESSMAKING



Practically every hour of a summer's day is taken care of by the smart new models that are sketched here and shown also on pages 66 and 67. They are designed for sizes: 6995 in 12 to 20; 30 to 38; 7017, 7033 in 12 to 42; 7020 in 14 to 46; 2013 in 2 to 8; 6903, 6926 in 12 to 40; 6928 in 12 to 44; 7004 in 14 to 44; and 7016 in 14 to 42



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NORMANDIE

(CONTINUED FROM PAGE 36)

necklace over a lounge suit, came out to meet us, on the "Tender Greetings." He came aboard the *Normandie* amid a burst of song. English journalists and photographers rushed about the ship, and the loud-speakers blared "God Save the King."

The next morning, when we left our luxurious cabin to see the wonders of which we'd heard so much, we met stewards carrying breakfast trays, wandering in the labyrinth of corridors. As we walked through the immense sweep of halls and salons, beautiful in proportion, golden and glittering like imagined rooms in a Babylonian palace, we felt a little lost. We missed the Babylonians.

The vast salon with its black and gold tapestry, its paintings on glass by Jean Dupas, its beautiful Aubusson chairs and carpets; the bar with its immense gold lacquer decorations by Jean Dunand, its curtains in the new *velours Normandie* by Colcombet; the golden staircase leading to the grill—are magnificent, but indescribable. As one enters the grill, a great circular room with enormous windows facing the sea, one realizes, almost for the first time, that this is really a ship. Looking back over the ocean, barred as far as one can see by the wake of the sea-monster, the speed seemed incredible. As though Radio City were afloat and out to make a transatlantic record.

SOIRÉE AT SEA

It would need a Proust to describe that first soirée in the golden salon. Almost entirely French, the distinguished passenger list was there in full force. The wife of the President of France, Indian princes, distinguished diplomats, famous authors and artists, a great couturière, Jeanne Lanvin, the fabric designer, Johan Colcombet, officers glittering with decorations sat in dignity and watched a *première danseuse* of the Opera float through a Chopin waltz.

Ten lovely mannequins were on board, sent by the designers to wear their clothes at the fashion show in New York. Eric has sketched four of the models on pages 37 and 40—significant fashions, as new as the ship itself.

The grill-room opened on the second night at midnight and immediately became the most popular room on the ship. Perhaps the most beautiful night-club in the world, the *Normandie Grill* is destined to become famous. After a late supper and dancing, to watch the dawn come up over the sea, through the great windows which surround the room, is an unforgettable experience.

An amazing conception of a room, strange, mysterious, the immense dining-hall is like a great crystal cavern lighted by luminous stalactites.

Behind all this golden magnificence lies a story of courage in these difficult times. The *Normandie* is a symbol of the arts and crafts, the industry of a great nation. France has made a brave and splendid gesture towards the return of commerce and the pursuits of peace.



He's going to grow up to go to war?

No—he's never going to grow up at all. If another war comes, he and his mother and thousands upon thousands like them are going to "die in action."

"Impossible!" you say. "They're non-combatants." Don't be silly—there'll be no such thing as non-combatants in the next war.

Wide-cruising submarines, and bombing planes will laugh at front lines. Gas—gas so powerful that one drop on your skin will kill you—will not be particular whose skin it touches. There will be no haven, no sanctuary, no safety. *Everyone* will suffer.

And for what? *Glory*—where was it in the last war?

Victory—where was it in the last peace?

With that cruel lesson still fresh in mind, is another war to be forced upon

us—a war infinitely more horrible, more futile, and more lasting in its harm than the last?

That is for you to decide!

What to do about it

Hysterical protests won't avert another war, any more than will "preparedness."

Civilization must build its own defense out of human reason and intelligence, properly organized and applied.

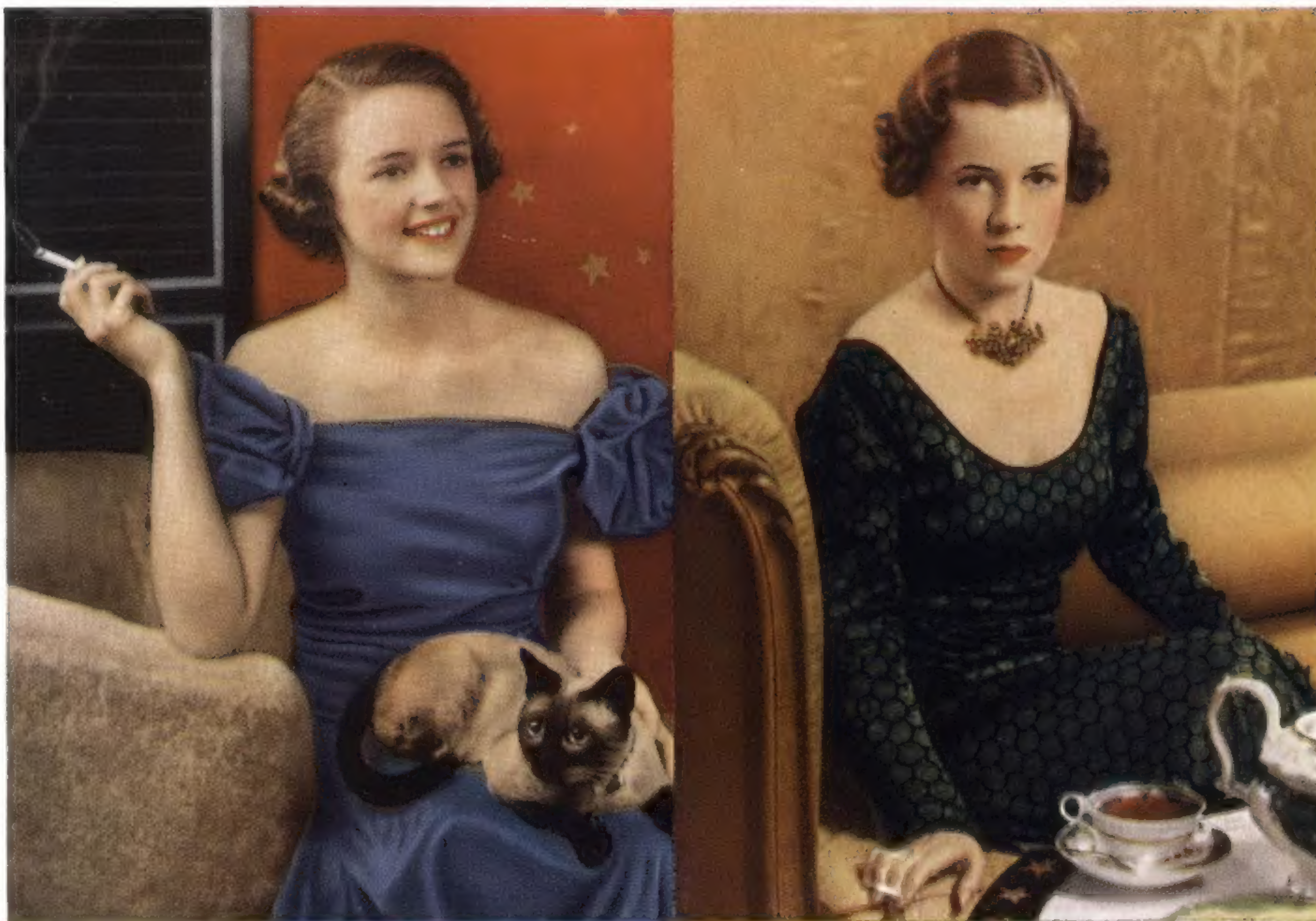
To every reasonable and intelligent man and woman in America goes the responsibility of doing his or her share to avert the coming war.

World Peaceways offers a practical plan of how you *can* help. Write for it. There is no obligation involved in your inquiry, except the obligation to your conscience and to your conviction that *there must be no more wars*. World Peaceways, Inc., 103 Park Avenue, New York City.

We asked Society Women why they Prefer Camels —

No Nerves! "Almost every one is smoking Camels," replied Mrs. Allston Boyer. "I can smoke as many as I want and they never upset my nerves. Lots of people have told me the same thing. And I notice that if I'm tired, smoking a Camel freshens me up."

Flavor! "In the enjoyment of smoking, Camels certainly make a difference," answered Miss Mary de Mumm (below). "Their flavor is so smooth and mild that you enjoy the last one as much as the first. I'm sure that's one reason they are so extremely popular."



NO BOTHERED NERVES FOR MRS. ALLSTON BOYER

"REFRESHING," SAYS MRS. ROBERT R. HITT



"FLAVOR," SAYS MISS MARY DE MUMM

Mildness! "Camels have such a grand, mild flavor, and that's because they have more expensive tobaccos in them," said Miss Dorothy Paine (below). "They are the most popular cigarettes." Women do appreciate mildness in a cigarette, and the fact that Camels never bother the nerves—that is why they are so enthusiastic about Camels! The finer, more expensive tobaccos make a difference.

So Refreshing! "Sometimes you are apt to smoke more than usual," said Mrs. Robert R. Hitt, "and I notice that Camels never upset my nerves. In fact, if I'm a bit tired, I find that smoking a Camel rests me—I have a sense of renewed energy." Camels give you just enough "lift." They contain finer and more expensive tobaccos than any other popular brand.

Among the many distinguished women who prefer Camel's costlier tobaccos:

MRS. NICHOLAS BIDDLE, *Philadelphia*
MISS MARY BYRD, *Richmond*
MRS. POWELL CABOT, *Boston*
MRS. THOMAS M. CARNEGIE, JR., *New York*
MRS. J. GARDNER COOLIDGE, II, *Boston*
MRS. BYRD WARWICK DAVENPORT, *New York*
MRS. HENRY FIELD, *Chicago*
MRS. JAMES RUSSELL LOWELL, *New York*
MRS. POTTER D'ORSAY PALMER, *Chicago*
MRS. LANGDON POST, *New York*
MISS EVELYN CAMERON WATTS, *New York*
MRS. WILLIAM T. WETMORE, *New York*



MILDNESS IS WHAT MISS DOROTHY PAINE PREFERS IN CAMELS



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**Camels are made from finer,
more expensive tobaccos —
Turkish and Domestic — than
any other popular brand**